JOHN BULL, MARCH 18, 1933

TWOPENCE
Vol. LIII.
1396.

THE GREAT FRIGHT SEE PAGES 24 and 25

JOHN BULL

CUP Steak Puddings.

You will be charmed with these dainty little puddings—so wonderfully light and digestible when made with 'Atora.' The novelty of a small pudding for each person makes a refreshing change; and not only that, you are able to prepare just the right quantity without risk of running short or having wasteful left-overs. Make sure of success by using

Hugon's
'ATORA'
The Good **BEEF SUET**

A hundred tested recipes are given in the Atora' Book. Send a post-card for a copy, post free from Hugon & Co., Ltd., Openshaw, Manchester.

RECIPE.

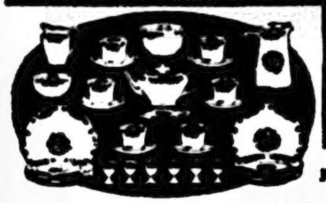
Paste for Pudding.

4 oz. Self-raising Flour
or
4 oz. Plain Flour and a ½ tea-spoonful of Baking Powder. 2 oz. fine Breadcrumbs. Pinch of Salt. 3 oz. of Shredded 'Atora.'

Mix these ingredients. Add cold water to make a moist paste, firm enough to handle. Cut 9 oz. steak into thin strips and 3 oz. ox kidney into pieces. Roll in a tablespoonful flour seasoned with salt and pepper, then wrap each piece of steak around a piece of kidney. Grease 4 breakfast-cups (or bowls of similar size) and line them with paste. Put in filling (3 oz. per cup), fill with water or stock, cover with paste, then with buttered paper. Tie cloths over and steam for 3 hours.

TESTED JB

TO INTRODUCE OUR 1/- WEEKLY CLUBS



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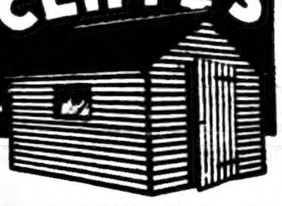

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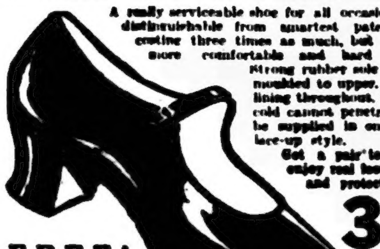

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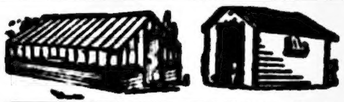

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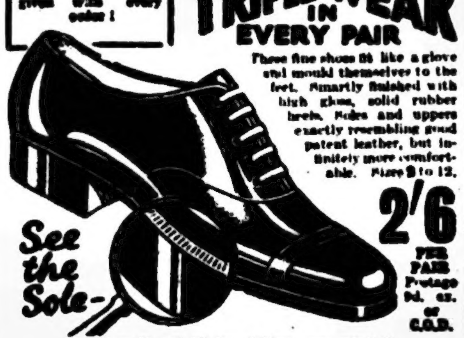

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A SQUARE GUARANTEE
FOR A STRAIGHT LINE

EVERY OFFER COVERED BY MONEY BACK GUARANTEE ON PAGE 43.

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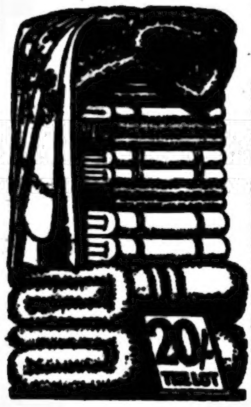

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1	White Bolster Case	56 x 20
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4	-piece Willow Pattern Duchess Set to match.	
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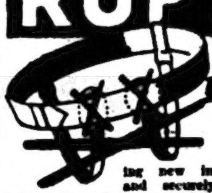

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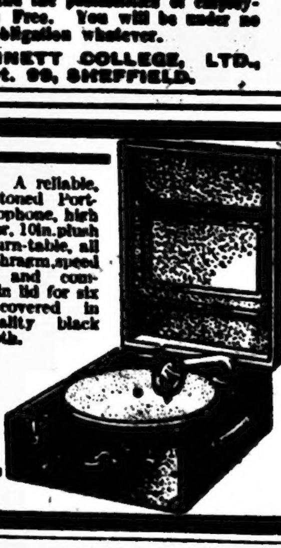

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Weather Boards ½ in. x ⅜ in. x 5 in.	8/9	per 100 ft. run

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EXTRA COMFY HOUSESHOES

FOUNTAIN PEN FREE with each order!

Just the thing for wear in the house or garden. Perfectly finished with solid rubber heels, soles, and flexible rubber uppers with Patent Leather appearance, but infinitely more comfortable. A more comfortable shoe does not exist. Ideal for those troubled with tender feet, corns, bunions, etc.

Get a Pair to-day and know what foot comfort really is. Sizes 3 to 7. PER PAIR 2/6

Postage on one or two pairs, 9d. extra or C.O.D.

Children's size 2, per pair 2/-

J.B. CROYDON STORES, 2/b, DERBY ROAD, CROYDON.

WEAR FOR YEARS

EQUAL TO ANY SHOES AT 12/6.

Fine Willow Oxford Shoe, solid leather through middle sole, stitched for strength, with extra thick soles and heels of natural CREPE RUBBER. Extremely comfortable, well made, perfectly finished. An ideal shoe for Golf, Hiking, Sports and general wear. Outlast 3 pairs at double the price! BLACK OR BROWN.

Superior Self-filling FOUNTAIN PEN FREE with every order!

5/3 Sizes 6 to 11

Super Quality 2/- extra. Sizes 2 to 5, 4/9. Sizes 11 to 1, 4/-. By *post, 9d. ext. or C.O.D.*

With Brown or Black DURIDE Soles 1/- extra.

Also Ladies' one bar, or Monk Brogue, 5/11, plus post.

J.B. CROYDON STORES, 2/b, Derby Rd., CROYDON

DAILY HERALD

Final

£50 FIRST PRIZE A WEEK FOR LIFE

OR

£25,000 CASH DOWN

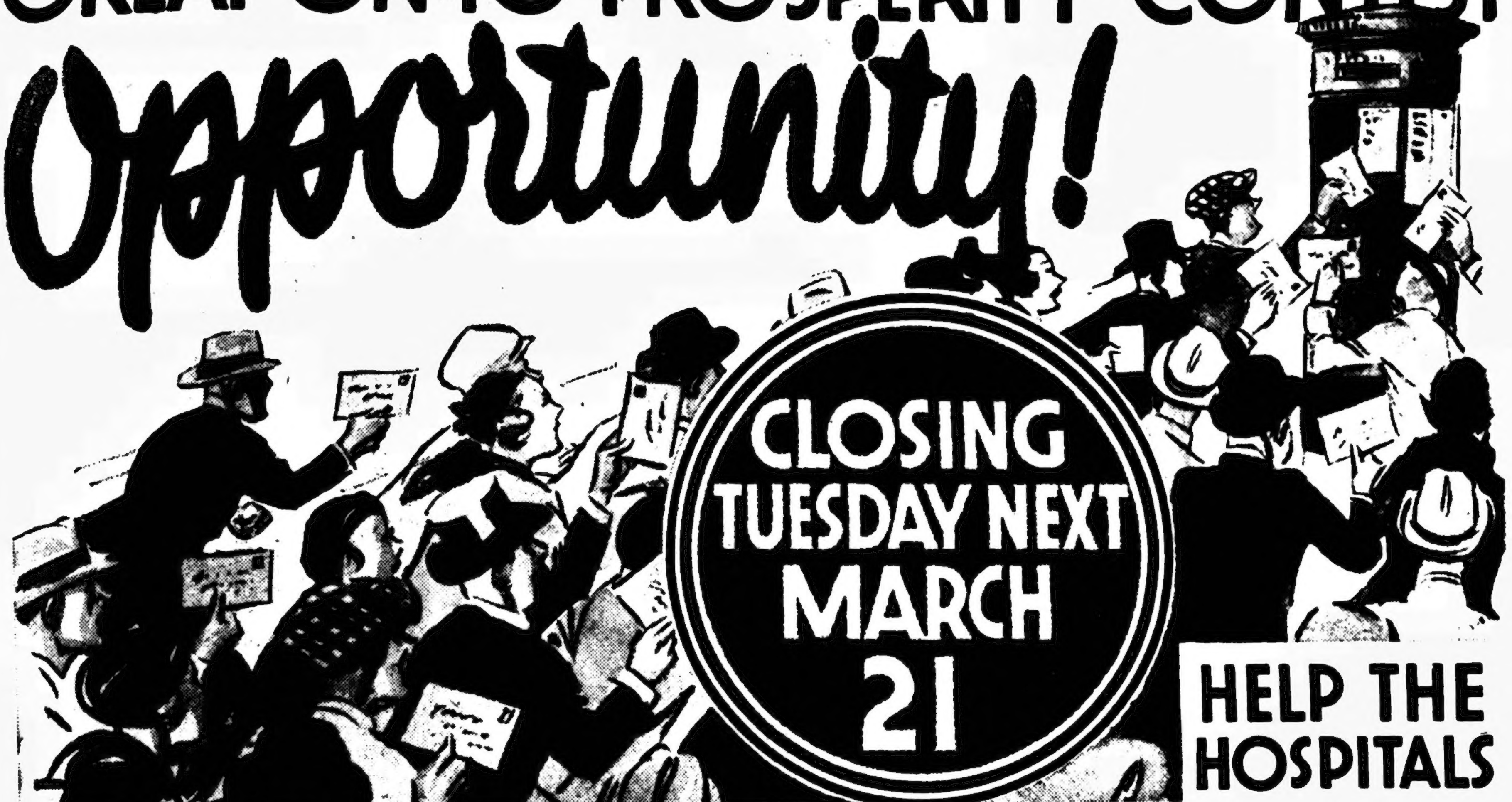
SECOND PRIZE £250
THIRD PRIZE £100

ENTRY FEE 6d.

ORGANISED BY THE BRITISH CHARITIES ASSOCIATION. CHAIRMAN, LORD LUKE.

GREAT 'ON-TO-PROSPERITY' CONTEST

Opportunity!



CLOSING TUESDAY NEXT MARCH 21

HELP THE HOSPITALS

This contest is open to all—the gigantic first prize MUST BE WON. If the winner is NOT a registered reader of the "Daily Herald" the first prize is £20,000 or £40 a week for life. If the winner IS a registered reader the first prize is increased to £25,000 or £50 a week for life. You can become a registered reader and so become eligible for the extra £5,000 or increased LIFE PENSION by filling in the Registration Forms which will be found in the "Daily Herald." But you must hurry!

NOW OR NEVER!

IT'S now or never!—£50 a week for life or £25,000 Cash down! The tremendous contest, in which a world's record first prize must be won is definitely closing next Tuesday, March 21st. *You have in front of you your final opportunity.* Don't miss it. Send in your entries at once or you'll be too late! To-day your skill may bring you in a million times your outlay—£25,000 for 6d.—a million sixpences for one!—comfort, riches, independence—your dreams come true. Act—and in a very short time from now you may receive the thrilling telegram proclaiming you the winner of a giant fortune.

All you are asked to do is to select the 12 best out of the 28 Prosperity Slogans on the entry form on the right. Indicate your choice by placing 12 crosses only in each entry column you complete. No order of merit is required. The full amount of the prize-money and pension is guaranteed by the "Daily Herald," and every penny of the profits will be distributed by The British Charities Association to Hospitals throughout the country.

A HANDSOME "SURPRISE"

FOR "JOHN BULL" READERS

As a great additional attraction, a Handsome "Surprise," suitable for either a lady or gentleman, awaits every "John Bull" reader who completes the six entry columns on the right. Seize this splendid opportunity now! Catch the next post with your completed entry form —Someone MUST win the gigantic first prize that is now being offered to "John Bull" readers for the very last time. Why not you? It's Now or Never. Hurry!

Rules & Conditions

(1) Entry Form must be filled in as directed in ordinary ink and must not be mutilated or altered. TWELVE CROSSES ONLY must be written in the blank spaces provided in any one column used.

(2) Spaces for up to Six entries have been provided on this Form and the subscription for the competition is sixpence per entry. Postage stamps cannot be accepted in payment of the entry money. Entries may only be made on printed forms provided.

(3) In the case of a competitor sending in insufficient money to cover all the entries made by him, the Association will treat such number of his entries as would be covered by the entry money received as proper entries in the Competition, the remaining entries being disqualified. The entries eligible to be selected will be from No. 1 upwards to the total of the entry fee paid.

(4) Entrants must write their name and usual address on each Entry Form, and all completed Entry Forms must be neatly cut out and sent by the competitor to Dept. J.B., THE BRITISH CHARITIES ASSOCIATION, 103, KINGSWAY, LONDON, W.C.2 (Comp.).

(5) After the close of the Competition the list of 28 slogans will be submitted to a Committee of Experts, who will decide the best Twelve. The competitor whose twelve selections in any one entry column, agree or most nearly agree with the decision of this Committee will as stated in rule 6 be awarded the first prize, the next nearest will receive the second prize, and so on. The entries will be checked under the supervision of Messrs. Hugh Macrae and Co., Chartered Accountants, London.

(6) In the event of a tie or ties, the prizes so affected will be combined and divided. If the first prize of £25,000 is divided the additional award of £5,000 will also be divided, and only such shares of the additional £5,000 paid to the prize-winners as are won by registered readers of the "Daily Herald." No entrant can win more than one prize or one share of any prize. The alternative Life Pension Prize will be awarded at the option of the winner if the first prize is won outright by one competitor. Should the first prize be shared it will be paid outright in cash.

(7) The British Charities Association reserves the right to disqualify any entrant for reasons which its Council considers good and sufficient and the decision of the Council of the Association upon any point whatsoever shall be accepted as final and legally binding. The Association takes no responsibility for any entry form lost, delayed, not delivered, or mislaid, and no correspondence will be entered into.

(8) Employees of The British Charities Association, the "Daily Herald" and its associated Companies and members of their families are not allowed to compete.

(9) The closing date is Tuesday, March 21st, but competitors are requested to send in their entries as early as possible. The names of the prize-winners will be published in the "Daily Herald" on a day to be announced, and every prize-winner will be individually notified.

The complete list of prize-winners will be sent to any competitor who sends a stamped addressed wrapper or label (NOT envelope) to The British Charities Association for this purpose.

(10) Failure to comply with any of the above rules involves disqualification.

When the result of this Contest is announced, the names of the Committee of Experts together with their selected list of Slogans will be given.

Important Notice

The closing date for the great "On-to-Prosperity" Contest is Tuesday, March 21st, but in order to make every allowance for postal delays, and to make reasonable provision for competitors living in outlying areas, all entries for this contest which arrive not later than SATURDAY, MARCH 25th, will be accepted.

NO CLAIMS REQUIRED

Further Entry Forms will appear daily in the "Daily Herald"—up to and including Tuesday, March 21.

ENTRY FORM. CUT ALONG HERE

Choose the best Twelve of the 28 Slogans below by placing a X against those selected in the blank spaces provided on the right. Each column represents one sixpenny entry. INSERT TWELVE CROSSES ONLY IN EACH COLUMN YOU COMPLETE OR YOU WILL BE DISQUALIFIED. No order of merit is required. Ink must be used.

		One Entry 6d. ↓	Two Entries 1/- ↓	Three Entries 1/6 ↓	Four Entries 2/- ↓	Five Entries 2/6 ↓	Six Entries 3/- ↓
1	Buy more—and help more to buy more.						
2	Knuckle to—don't knuckle under.						
3	Never mind the business outlook—look out for business.						
4	Use idle money and employ the idle many.						
5	The air of confidence is the finest trade wind.						
6	Will good—and goodwill will follow.						
7	A peace policy is the world's life insurance.						
8	Spend for Prosperity—don't hoard for posterity.						
9	Optimism pays you—pessimism makes you pay.						
10	Help the Hospitals—national health means national wealth.						
11	The tide turns at low water as well as high.						
12	If more work for better times—there'll be more work for all.						
13	Prosperity—will it come? Yes, "will" it.						
14	More spending, more working—more working, more spending.						
15	Kill War debts—revive the world.						
16	Spend wisely now and you'll get a good "deal."						
17	Come down from the clouds and help to lift them!						
18	Pay well—it will pay you!						
19	Let's put Prosperity "on the map" of Britain.						
20	The highway to Prosperity is through every tradesman's door.						
21	Don't wait for Better Times—work for them.						
22	Create confidence by having it.						
23	Trying times are times to try.						
24	Good-bye, gloom—come on, boom!						
25	Determination will bring Prosperity AT last—TO last!						
26	Spenders make money go round—circulation means Prosperity.						
27	Get back by pushing forward.						
28	It'll be a good job for everyone if you find a job for someone.						

You can use this form for one or more entries, but must send entry fee at the rate of 6d. for each attempt. Insert twelve crosses only in each column you complete. No order of merit required.

I agree to abide by the Rules and enclose

P.O. Number...................... Value...................... covering...................................... entries

P.O. is crossed /& Co./ and is made payable to the British Charities Association. (Please write clearly in ink.)

Please see that your envelope is sufficiently stamped.

NAME ....

ADDRESS ....

(Block Letters) .... J.B. 9.

ADDRESS YOUR ENTRIES (Dept. J.B. 9), THE BRITISH CHARITIES ASSOCIATION, 103, Kingsway, London, W.C.2. (Comp.)

and now—the Ladies!

Quality shoes

FOR SMOKERS OF CARRERAS'

'CLUBS'

The Best 5 for 2^{D} cigarettes

ALSO AT 10 FOR 4d.

A PAIR OF THESE FINE QUALITY LADIES' SHOES FOR ONLY—

250 EMPTY 'CLUBS' FIVES PACKETS
OR 125 TENS PACKETS

WE could have offered these ladies' shoes for less packets by giving an inferior quality shoe with less attention paid to workmanship and style, and with semi-chromed uppers and thinner soles—a cheaper shoe altogether. We prefer to give a good stylish, long-wearing shoe for the ladies (as we do for the men)—one which will give the same standard of QUALITY to 'CLUBS' smokers as they enjoy in their 'CLUBS' Cigarettes.

These shoes are made from ALL BRITISH MATERIALS by a group of British Shoe Manufacturers who have a quality reputation for FINE FOOTWEAR.

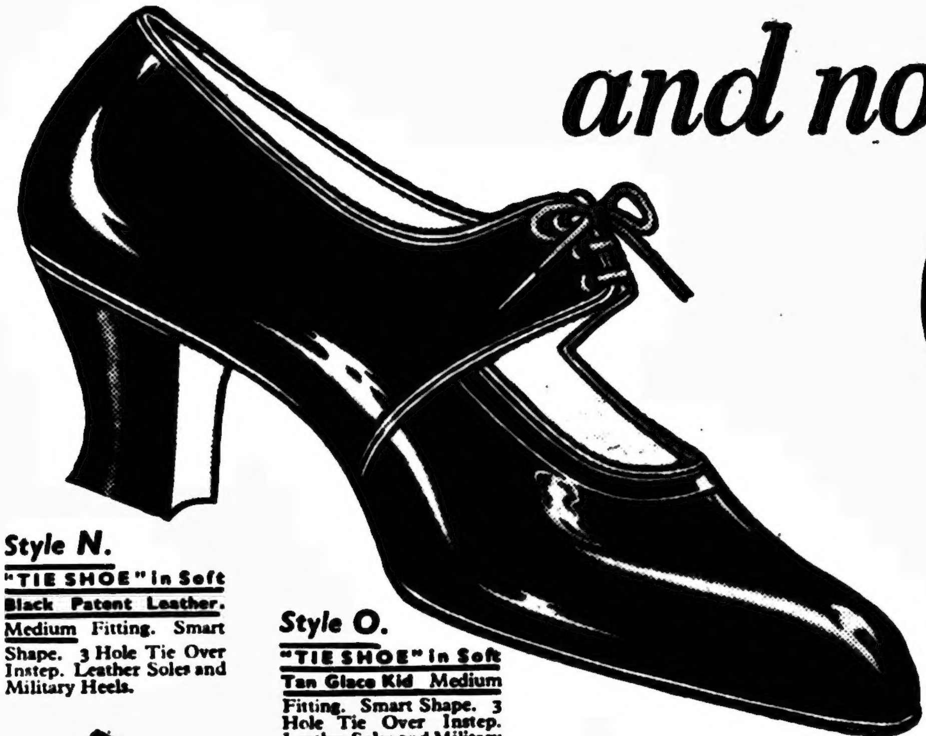
Available in these sizes :—

2, 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8.

State clearly size and style required.

Send your empty packets to :—

'CLUBS,' Arcadia Works, Hampstead Road,
London, N.W.1.

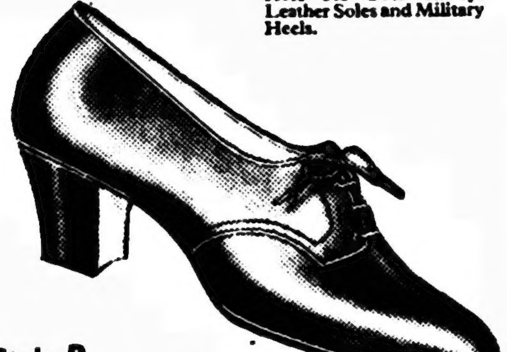


Style N.

"TIE SHOE" in Soft Black Patent Leather. Medium Fitting. Smart Shape. 3 Hole Tie Over Instep. Leather Soles and Military Heels.

Style O.

"TIE SHOE" in Soft Tan Glace Kid Medium Fitting. Smart Shape. 3 Hole Tie Over Instep. Leather Soles and Military Heels.

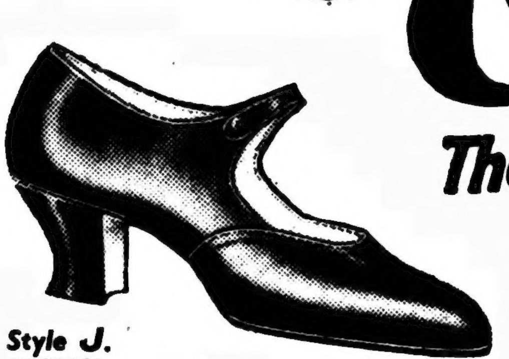


Style P.

'THE NEW GIBSONETTE' in Black Box Calf. Medium Fitting. English Leather Soles and Leather Cuban Heels.

Style Q.

"THE NEW GIBSONETTE" in Genuine Tan Willow Calf. Medium Fitting. English Leather Soles and Leather Cuban Heels.

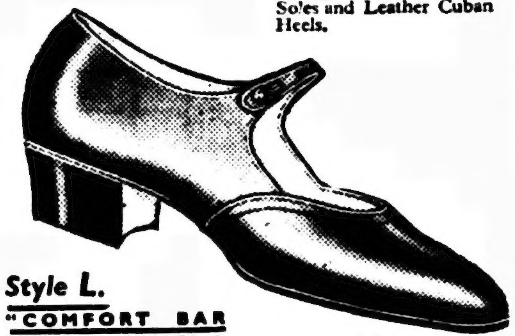


Style J.

"LIGHTWEIGHT ONE BAR SHOE" in Soft Black Glace Kid. Smart Pointed Toe. Leather Soles and Military Heels.

Style K.

"LIGHTWEIGHT ONE BAR SHOE" in Tan Glace Kid. Smart Pointed Toe. Leather Soles and Military Heels.

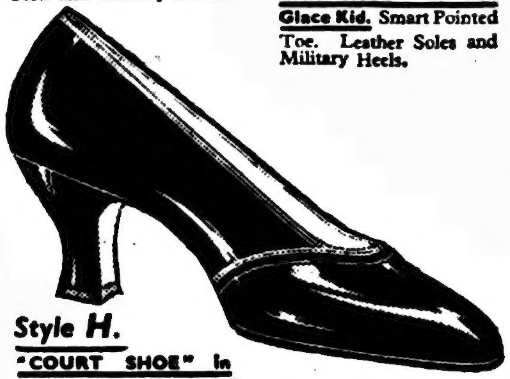


Style L.

"COMFORT BAR SHOE" in Soft Black Glace Kid. Full Fitting. Smart Toe. Leather Soles and Low Leather Heels.

Style M.

"COMFORT BAR SHOE" in Genuine Tan Willow Calf. Full Fitting. Smart Toe. Leather Soles and Low Leather Heels.



Style H.

"COURT SHOE" in Soft Black Patent Leather. Medium Fitting. Smart Toe. Leather Soles and Louis XV Heels.

Style I.

"COURT SHOE" in Soft Tan Glace Kid. Medium Fitting. Smart Toe. Leather Soles and Louis XV Heels.

These LADIES' SHOES ARE :—
FULLY CHROMED and have REAL ENGLISH LEATHER SOLES

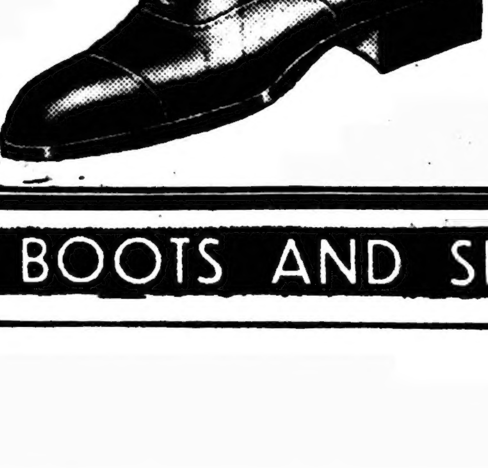
750,000 PAIRS OF MEN'S BRITISH-MADE BOOTS AND SHOES

FOR SMOKERS OF CARRERAS'

'CLUBS'

A pair of Men's Boots or Shoes for

285 EMPTY 'CLUBS' FIVES PACKETS
OR 142 TENS PACKETS



Quality tells!

The sales of Carreras' 'CLUBS' Cigarettes were 12 times as large in February, 1933, as they were in February, 1932. Quality and quality only is responsible for this astounding success of 'CLUBS.'

Remember

'CLUBS'

ARE 100% PURE VIRGINIA TOBACCO

★ SEE GUARANTEE ON BACK OF EVERY PACKET ★

BOYS' AND YOUTHS' BOOTS AND SHOES—260 EMPTY 'CLUBS' FIVES PACKETS

"John Bull," 19/3/33.

Without Fear or Favour

JOHN BULL

THURSDAY,

for week ending Saturday, March 18, 1933. Twopence. *Registered at the G.P.O. as a Newspaper. Postage: Inland and Canada, 1d.; all other parts of the world, 1½d.*
93, Long Acre, London, W.C.2.
Telephone: Temple Bar 2468.
Telegrams: Heroically, London.

THE HALF-Nelson Touch!

—or

MONEY for JAM

ONE can be a true-blue Englishman; one can honour, as JOHN BULL does, the memory of our great national heroes; and yet one can still find it in one's soul to jib violently against things like the Nelson pension.

It was announced the other day that the present Earl Nelson, who receives £5,000 a year as the holder of the peerage conferred on his famous ancestor, had voluntarily reduced the amount of his pension by £500, as he did last year.

Another holder of one of these Marathon pensions, Lord Seaton, the recipient of £1,950 per annum because his grandfather, Sir John Colborne, was at Waterloo, has also voluntarily relinquished 10 per cent. of that sum to a grateful country.

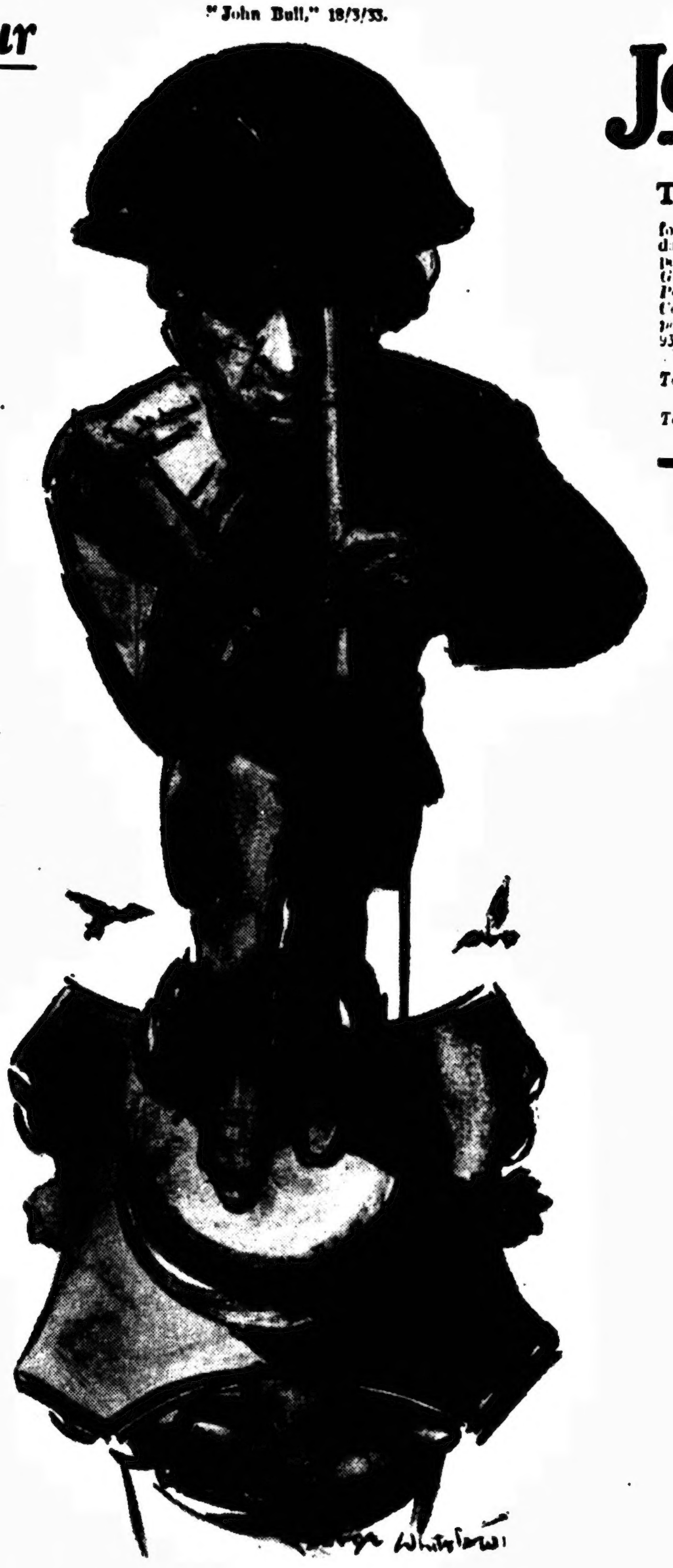
We admit the generosity of the gesture, while deploring that the circumstances exist which make it possible. The vexed question of these pensions is always cropping up, and it is time the Government took steps to put an end to them.

Two years ago Lord Snowden, when Chancellor of the Exchequer, said he would enquire into the matter of the Nelson and similar pensions, but nothing seems to have been done. It is left for the recipients to feel uncomfortable, as they surely must, whenever they have to face criticism on the score of these pensions. And that has been happening on and off for several years past.

WE don't envy these gentlemen their position. They are not to blame for inheriting these pensions any more than people who inherit landed estates. They would be happier, no doubt, if they had done what Lord Rodney did in 1925. He was in receipt of a pension of £2,000 a year, which was granted to the Admiral Rodney who won the victory off Cape St. Vincent in 1780.

The present Lord Rodney was wise enough to commute the pension for £42,000. But money was not so tight then. Probably Lord Nelson and Lord Seaton would not make such a good bargain now. And, apparently, they cannot be forced to commute without a change in the law.

The Government should certainly make this change and relieve the pensioners from their invidious position. We don't suggest it on economy grounds. Though £5,000 and £1,950 a year are comfortable sums in themselves, they wouldn't go far towards balancing the Budget or reducing the income-tax.



But the fact that these pensions persist in such difficult days as these is one of those irritating anomalies which anger men of all opinions.

There is no moral justification for them whatsoever.

Take the case of Lord Seaton's pension. He is still getting nearly £2,000 in 1933 because in 1815 his grandfather executed a strategic movement on the field of Waterloo that contributed considerably to Wellington's victory. That pension has been going on for 118 years.

We think it only right that Sir John Colborne should have been rewarded magnificently for his courage and ability, but we fail to see why the reward should go on for ever to his heirs.

The Nelson pension is even more remarkable.

Originally Parliament voted £2,000 a year to the hero of Trafalgar and his two immediate successors. But, astonishingly enough, in the lifetime of the second Lord Nelson, this was increased to £5,000 a year and made payable to Nelson's heirs in perpetuity.

We say astonishingly, because even this second Earl was not a lineal descendant of the great Nelson. He was his nephew, and it is from him that the present Lord Nelson is descended.

Actually, since the famous Admiral died, not one of the recipients of the pension has been a lineal descendant of his. From Trafalgar Day to now the half-Nelson has been put on this country to the tune of about £750,000.

We wonder what Nelson (the one on the Column) would say if he knew. It is improbable that he would put his blind eye to the telescope.

IT might occur to him, as it does to lots of us, that the only descendants of Nelson who really matter to-day are the officers and men who serve their country in battleships, cruisers and submarines—the successors of the men who fought with him in the old wooden walls, and whose interests he fathered so well.

He wouldn't like to know, we are sure, that their pay had been cut, while the Nelson pension still goes marching on.

After all, there is the Nelson family motto: "Let him wear the palm who deserves it."

Another of these perpetual gift-schemes that should be lopped off, not because it would do much to ease the country's straitened circumstances, but because its mere existence is a fatuous source of aggravation, is the Penderel pensions.

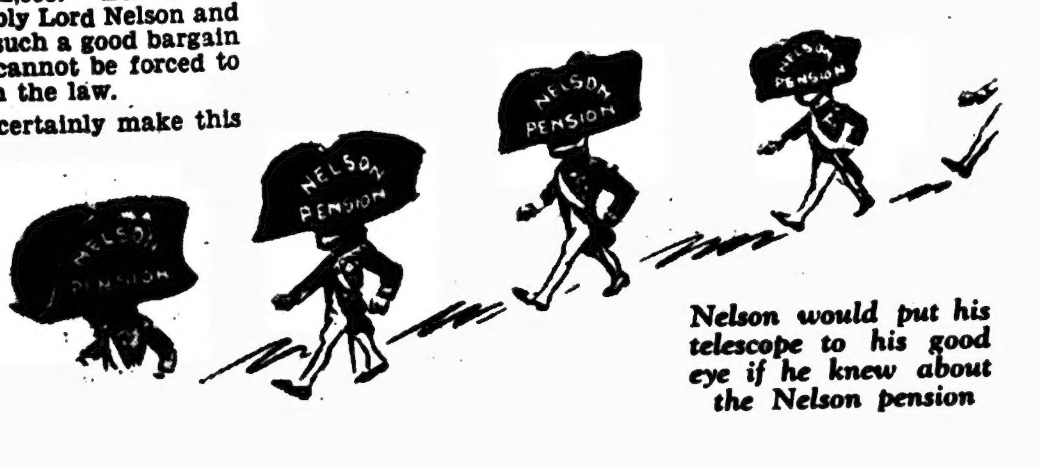
These, incredible to state, have been going on for over two hundred and eighty years.

The Penderel pensions are paid to descendants of the family who hid Charles II. in the Boscobel Oak after the defeat at Worcester. There were six original pensions ranging from £100 to £50 per annum.

The recipient of one of them is a Mr. George Penderel, a retired laundryman of Brooklyn, U.S.A., and an American citizen. He has a son who in due course will succeed him as the pensionnaire.

That is, unless the Government does what it should have done long ago — invoke the necessary machinery for putting an end to these utterly unjustifiable doles.

We imagine that Lord Nelson and Lord Seaton would be only too glad to relinquish at a fair price the unique and uncomfortable position that must ever be theirs so long as they remain the recipients of the nation's bounty.



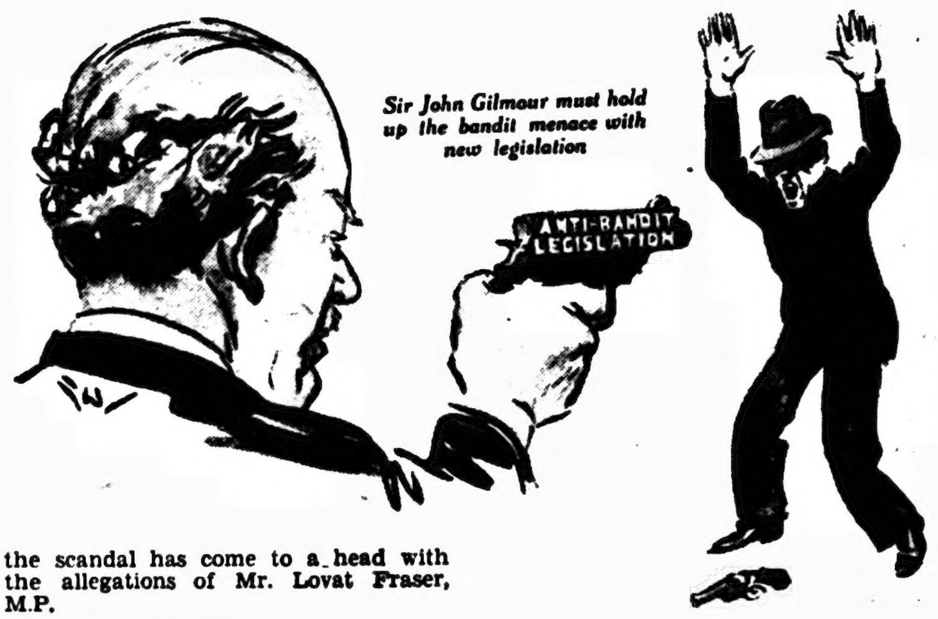
Nelson would put his telescope to his good eye if he knew about the Nelson pension

STRAIGHT FROM THE SHOULDER . . .

Hold Up the Gunman Now, Sir John Gilmo

Another "M2" Scandal Victim

The Slave of the Lorry



Sir John Gilmour must hold up the bandit menace with new legislation

ON the very day that the Home Secretary told M.P.s he was considering the possibility of new legislation to combat the firearms menace two armed bandits held up a defenceless postmistress.

Sir John Gilmour can't require any more dramatic evidence than this of the urgent need for a tightening up of the law.

So let him not delay action. It has, as JOHN BULL more than any other newspaper has repeatedly urged, been delayed far too long already.

What they want

The two armed desperadoes who held up Miss Alice Challis at her sub-post-office at Walton-on-the-Hill, Surrey, levelled a revolver at her and said: "You know what we want."

Well, we know what they want.

They and their like want swift and drastic punishment. Nothing less will stamp out these ruffians.

The law must be amended so that they won't be able to obtain firearms as easily as they do to-day.

The new menace

Once it is harder for them to get hold of deadly weapons and easier to get heavy sentences for possessing them for criminal purposes we shall hear far less of the bandit menace

We shall also have gone a long way towards nipping in the bud the new threat of the armed house raider.

This latest pest has not appeared in force yet, but he will do unless the most stringent measures are taken to stop him.

Get on with it

The all-too-familiar raids on post offices are bad enough; those, which have recently begun, on our very homes are worse.

That is why we don't hesitate to say bluntly to Sir John Gilmour—Get on with it!

Second thoughts

Last-minute thoughts—possibly after reading JOHN BULL on the subject—led the War Office to transfer the court-martial of Lieut. Baillie-Stewart from the Tower to Chelsea Barracks.

It is a belated attempt to remove the atmosphere of "romance" from the case, which was created by the War Office panjandrums themselves when it was first decided to send the officer to the Tower.

More bungling

They haven't handled the situation happily at all. Even the new venue of the trial seems to assure that the lack of privacy the accused lieutenant suffered from at the Tower will continue.

It won't be easy to transfer him backwards and forwards across London day by day without attracting some public attention.

New Parliament?

Do we want another Parliament? Mr. Mander, M.P., thinks we do, and has introduced a Bill to set up a "national industrial parliament."

It would consist of M.P.s, peers, employers, trade union leaders, and ordinary citizens. It would consider in detail the industrial legislation approved in outline by Westminster, and would try to prevent and settle industrial disputes.

Well, if it acted a bit quicker than the present system it would certainly be worth trying.

Bullying in court

Magistrates' clerks are arrogating more and more power to themselves.

Their job is to advise the Bench on law and help to conduct the proceedings. But far too many of them act as unwanted counsel for the prosecution, bully witnesses, and even dictate what sentence should be passed. And the scandal has come to a head with the allegations of Mr. Lovat Fraser, M.P.

Probe them!

He has told the House of Commons of a man convicted in the face of overwhelming evidence of his innocence.

The magistrates wanted to acquit him, but the clerk is said to have stood at the door of their room and refused to let them out until they agreed to convict the man.

M.P.s laughed. Some of them will laugh at anything. But the Lord Chancellor should order an immediate enquiry into Mr. Fraser's charges.

"M2" disgrace

One of the most pathetic letters we have seen for months comes from a reader whose son perished in the *M2* disaster.

He is unemployed and has been badly hit by the Means Test. Yet, though his dead son was his main support, he can get no assistance from the Royal Naval Benevolent Trust.

We should like to know why, For the thousands of pounds paid into the *M2* relief fund are administered by the Trust.

Helping others

After having to guarantee three million pounds to help Austria, the British taxpayer is now called on for £156,000 to help Newfoundland over its troubles. Both admirable schemes, no doubt.

But if money can be found for relief abroad, why not for relief at home?

No saving

True, a million pounds only provides work for about 4,000 men. The cost of keeping them on the "dole" or transitional benefit costs £200,000.

But this talk of "saving money" by banning necessary public works and keeping men idle is just nonsense.

There's the physical—and mental—deterioration of the men to be considered. And that can't be assessed in terms of money.

Where's the cream?

Does the housewife know?

A member of the National Farmers' Union says that people in Manchester are being sold a mixture of condensed milk and gelatine. And that's called "cream."

So we can quite believe that the "public doesn't always know what it is getting when it asks for cream."

It's high time it did.

Pity the judges

The Kentish woman who committed bigamy after a quarrel with her husband found it a very successful way of bringing him round to her point of view.

But we hope the idea doesn't spread.

We may be old-fashioned, but we still prefer the easier method of mutual apologies, tears, and perhaps the judicious gift of a new hat or 'baccy.

Besides, it saves the courts a lot of work and the taxpayer a lot of money.

Slaves of to-day

Terrible!

That is what you must have said when you read of the young motor driver who had been at work for 54 out of 96 hours when, after struggling against sleep, he crashed his lorry over a bank and was killed.

And you must have agreed with the coroner's criticism of the man's employers.

Now ask yourself a question. What penalty would you like to impose on people like them?

£20 for a life

Then there is the Hull firm which has been fined £20 and costs.

Because the machinery at its factory was not properly fenced an employee lost his life.

Do you think the penalty was adequate? We don't.

The woman paid

Let us pay tribute to the Hanley coroner.

A girl of eighteen had been found drowned. Because she had an illegitimate child she lost her job in a hospital and couldn't get another.

The coroner said: "If she had been allowed to follow a career of usefulness, though she had made one mistake in life, we should not have been troubled to-day."

There's not only kindness, but sound common-sense in that. And it should be noted particularly by the hospital authorities concerned.

Justice

Here's to the Registrar of Southend County Court.

A local radio company asked him the other day to make an order against a Leeds man for £1 17s. owed on an eliminator. The man wrote that he earned 21s. for three days' work and drew unemployment be
other three days. And
had been returned!

The Registrar made an
ment of a penny a mon
take thirty-seven years
debt. And no one will
that.

SH!

The Great Secret

Next week

Hardest of cases

It made our heart ach
a penniless Dudley m
charged with stealing four
coal. He stole because
very ill and had to be ke

Had we been in court
joined in the rush of a
solicitor and two policem
fine.

But had we been on
doubt if we should have f

To him that hath

There's a lot of indign
in Walsall.

The town council, in it
duce municipal expenses,
a further "cut" in
wages. But it calmly pro
the superannuation allow
year to which its retiri
entitled!

Has it so quickly forgott
"Equality of sacrifice"?

A wicked lie

Three young adventu
Stirlingshire, set out to
in search of work.

For eight days they
suffering cruelly from
only twelve miles from
end, one of them collaps
be rushed to hospital.

They may fail to get w
and many more like the
to a lot of wicked nonse
being talked about our
works."

Really cricket

Much of the profits of
in Australia will probabl
the first-class county tea

But while some are
have to go round with t
to exist. Leicestershire
may drop out entirely u
be raised.

So we suggest it w
"cricket" to allocate t
the poorest clubs.

What about it, M.C.C.

Moving him on

Walter Potter is still

Though he has sent h
circulars about the Int
Bathing and Back-to-Na
from many addresses,
another since he was
JOHN BULL.

It is a house called "
Waltham, Essex. We h
ence will cause him to
farther out—preferably

Up the garden

Shoals of circulars are
the Garden Economy Cl
ham, to members of the
tural Society, asking th
five shillings

In return, they are to
from nurserymen. Bu
nurserymen find that t
to give such a discount,
that the club will be qu
as it predicts.

After all, charity beg

Too good?

"Branch managers"
the Associated Oil We
of Chancery Lane, Lond
be invested in shares b
terest that, with a sal
commission, will bring
ings to £600 a year.

It sounds good. But
not included among th
oil concerns. So anyone
to part with £500 shou
enquiries.

SUNDAY *as it should be*

"SOME pious folks' idea is too stiff not only for modern man, but for God Himself Who made love and life and laughter. . . . This freedom of the seventh day should make Sunday a song of joy"

by the REV. CLARENCE MAY,

Rector of St. Peter's, Piccadilly Circus

I REMEMBER, as a very small child, hearing the late Joseph Parker, that great orator of the City Temple, refer with scorn to those who treated God's Day as though it were their own, and before my youthful imagination there at once rose up a picture of the godless setting out at that very hour on bicycles and horse brakes, light of heart and little knowing that the end of their journey would be Hell!

It has, naturally, taken time for those of us brought up in this school of thought to realise that God really prefers our modern Sunday to the self-righteous boredom of Victorian days.

Let us give the Victorians their due. Such a preacher as I have mentioned, and thousands of others with him, really believed that if you enjoyed yourself on Sunday you were committing a deadly sin, that you were snatching away from God something that by rights belonged to Him.

Why God should be so unaccountably anxious that no one should run or laugh or catch a ball or splash about in water was never explained. But it was always assumed.

God seemed to us then to be a kind of elderly parent who wanted us to be quiet, did not understand young people, and had no sympathy with high spirits. Consequently many of us thought Heaven would be an extremely boring place.

A wrong attitude towards Sunday was responsible for many of us growing up with a wrong idea of God. The majority of us went into revolt, kicked over the traces and took our Sunday pleasures, but, unfortunately, we thought that God was disapproving just because the vicar looked shocked.

This really has been a terrible misfortune, and accounts for the fact that many fine sportsmen and women who love the world that God has made have not found their way to God Who made it.

If the churches and chapels of our land are to win them back they must not do so as a matter of concession. Tent meetings for those who will not come to church will not meet the case. The Church must not make concessions; it must make apologies and admit facts.

A Church which is humble enough to learn something about God from the man who never comes to church is the Church which will one day win the world.

Let the Churches remember that this lesson must be laid to heart, and confess that their idea of Sunday is far too stiff and starchy, not only for modern man, but for God Himself Who made love and life and laughter.

If only we as a Church can enter on the new idea of things without doing it in a grudging spirit or as a matter of necessity—if in this Sabbatarian battle we not only confess ourselves beaten, but give in like cheerful givers, knowing that in giving we shall gain—then we shall get the vision of Sunday as it ought to be.

And what ought Sunday to be?

God's Day certainly—that is, the one day when Earth is most like Heaven.

But not Heaven, as some people still think of it, as a place of ceaseless church services where we shall one day strum our harps while seated on the edge of a dewy cloud; but Heaven as all reasonable believers are beginning to understand it—a sphere where only the best in this life can survive.

Every seventh day, when the stern necessity of earning one's daily bread is taken off one's shoulders, when we are no longer ordered about, told what to do and expected to behave and even to wear what our employers deem fit or our work demands—every seventh day we should be our own true selves, masters of our own destiny.

IT is the freedom of this seventh day of life that should make Sunday a song of joy, and the only reason why work should be discouraged is that as many people as possible should be set free with us.

When it is Sunday morning and the bells are ringing, a man's heart should ring out with them that he is free—free to follow his own bent.

Is he interested in a book? Then he'll finish it. Or a fowl run? Then he'll paint it. Or a friend? Then he'll meet him. Or a wireless set? Then he'll perfect it.

Is this man living apart from God? Certainly not. He has used his hands, his mind or his heart; he is not only making something, but making something of himself.

What God is interested in above everything else in the world is the making of personality. A Sunday in which a man breaks away from a robot existence and expresses himself in creative work, happy social intercourse, or exercises his body or his mind is a Sunday spent according to the will of God.

In other words, Sunday should give us a glimpse of life apart from the stern necessities of money-making, which always cramps our style.

Such a view of the subject puts the question of Sunday kinemas on an entirely different footing to that from which it is usually regarded. Absurd and unreasoning objections to harmless amusement must, of course, be cast aside. If one may look at a still picture, will it really damage our souls to look at moving ones?

The Church should, however, give a lead for better Sunday films, for the point surely is not whether we may look at pictures, but at what pictures we had better look. A Sunday movement for good films—by which one does not mean goody-goody pictures, but pictures which give a real vision of life—would serve the purpose of God by lifting commercialism on to the plane of art.

All the same, the chief end of Sunday must not be the kinema, for the very reason that this mechanical art tends to make machines of us. It must be the best kind of amusement or exercise that we seek.

If it is wet and we cannot walk or play tennis, why not let us skate? Well, for the very good reason that local authorities shut up all the rinks, and it is only by evading their regulations and joining an ice club that we can get one of the cleanest and most healthful of exercises.

WHY, in heaven's name, should people be discouraged from such harmless recreation? Did the Devil make the ice?

Let the Church come out boldly on the side of a reasonable, well-spent Sunday, and she will not only win the masses, but learn how to hold them when she has won them.

Mankind in its heart of hearts always has a longing for the deeper things of life. The mass of people have little respect for a clergyman who thinks only about filling his church. But let them be sure that the Church is disinterestedly anxious to understand and serve the needs of mankind, and there will be no keeping them out.

The trouble to-day is that the Church has given the wrong lead regarding how people should observe Sunday, and has lost the sympathy and support of the masses. She functions almost entirely for those women and men who may be described as spiritual specialists—that is to say, whose hobby is religion.

I do not say this with any disrespect. Such people are very often the salt of the earth, but it cannot be denied that intricate and exacting services, and even sermons of a like nature, appeal to them.

Why should what some are pleased to call the godless masses be expected to become like this little inner circle?

Let the Church realise that it was the whole of humanity that Christ cared for and not only His own special inner circle; that only a very small part of her mission is completed until she fits herself into the scheme of a modern Sunday, providing a service short, but sincere, with a very definite message—a service which a man could drop into wearing whatever he had on, no matter whether it happened to be flannels, shorts, or his workaday suit.

THE importance of this can hardly be exaggerated. It is this question of clothes, this dress parade of church-going, that creates such a disproportion in church between men and women; for women like an excuse to wear their best clothes when they worship, and men detest the necessity of doing so.

Let the Church remember that the Christ of Galilee moved in and out with ordinary people; He chatted with them, He healed them, He fed them, He accepted their invitations to dinner.

It is obvious that He cared for them very deeply, and it was in championing their cause that He enunciated that truth that so many pious folk have chosen to forget when He said: "The Sabbath was made for man and not man for the Sabbath."

"KING'S

THERE are no more dramatic chapters in the annals of the law courts than those in which Justice has been helped by witnesses who, to save themselves from punishment, make a bargain with the law and turn "King's Evidence."

The bargain exists, though it is not recognised. Not even the Attorney-General or the Director of Public Prosecutions—who are always consulted—can give absolution for a crime.

All that they are entitled to do is to enter into a sort of tacit agreement that there will be no official prosecution if—mark that "if"—the full and candid truth is told.

In effect, of course, this is a promise of immunity, but it is given only in those extreme cases where otherwise all the guilty parties would evade justice.

There are always plenty of crooks who, when they see the net beginning to close round them, are not only willing but anxious to become "approvers"; to secure their own safety at the expense of their confederates. Honour among thieves is a fiction. "Save your own neck" is a much more general motto.

"I swear—" There are always crooks who will "squeal" to save their own skins at the expense of their confederates, and they prove that "honour among thieves" is a fiction

Unpopular tribe

The approver, the "squealer," the informant, all belong to the same family. They are not popular, but they are very necessary if one believes that half justice is better than no justice at all.

But even among approvers there are degrees. The miserable girl who is induced to go into the witness box and confess her shame in order that a stop may be put to the wicked trade of some abortionist is really an accomplice, but common-sense, whatever the law may say, sees a difference between her case and that of a burglar giving evidence against a receiver.

In the gallery of approvers Mr. Montague Noel Newton must take a high place.

Mr. Newton and others, it will be remembered, fixed up a little conspiracy, by which an Indian dignitary, who is now a Maharajah, was lured into a compromising situation with a woman and then blackmailed to the extent of £150,000.

It is perhaps not necessary now to tell the whole story of "Mr. A," but it should be explained that Mr. Newton got £40,000 as his "rake-off," and would have got more if things had gone as they were planned.

But there was some trouble with the Midland Bank, through which the cheque was passed. A gentleman, calling himself Robinson, sued the bank on the ground that the money had been intended for him.

As his wife had been the woman in the case, there seemed something in his contention, but the bank did not quite see it that way. It objected to paying out £150,000 twice over, and anyway, it said, the whole thing was a swindle.

Mr. Newton, who by this time was safely abroad, was found. He was cynical and businesslike. Terms were agreed with him, and he came over to give evidence for the bank. No cooler scoundrel has ever stood in the witness-box. Every detail of the whole shameful story was recited by him and the bank won its case.

In the Court of Appeal Lord Justice Atkin remarked that Newton, a convicted forger, a self-confessed blackmailer, and an accomplice in the conspiracy, had the advantage of the patronage of a great bank, and had been paid £3,000 for giving evidence.

In addition to other advantages, added the judge, Newton appeared to have received from the authorities an immunity from criminal proceedings. The net result must be distinctly encouraging for Mr. Newton.

But Newton was beyond irony. A little later he appeared as a principal witness in another case, and, quite unmoved by Sir Travers Humphreys' lament that he was not in the dock, did his best to help along a conviction.

Few approvers, however, are lucky enough to get away with £43,000. They count themselves happy if they can save their skins, and are satisfied to be rid of the terror of jail or worse.

Murderers, in the grim shadow of the gallows, are invariably ready to snatch at any hope, but there is no instance in modern times of their offers being accepted.

Dozens of them have "ratted" on their accomplices. Kennedy, who was hanged with Brown for the murder of a constable in an Essex lane: Milsom, who was nearly killed by Fowler after a terrific struggle in the Old Bailey dock when they were charged with the murder of an old man at Muswell Hill during the course of a burglary; both Field and Gray, who murdered Irene Munro on the Crumbles shore, accused each other.

Now there is a legal fiction that a statement made by a prisoner charged jointly with another person is only evidence against himself and not against his accomplice. The distinction, however much it is emphasised, does not really go down with a jury. The same story told in the witness-box might be "King's Evidence."

The body-snatchers

To find a self-confessed murderer actually admitted as an approver one must go back to the days of Burke and Hare, who killed in order to sell the bodies of their victims to anatomical schools. There was little in it between the scoundrels engaged in the traffic, but Hare was chosen after the arrest to give evidence. His tale of revolting and cold-blooded murder hanged Burke. Hare lived to a ripe old age as a blind beggar.

Behind the drama of the trial of Stinie Morrison for the murder of Leon Beron there was an even more melodramatic possibility than was revealed at the trial.

In court was a man waiting to be called by either the prosecution or the defence. He was believed, though the evidence was then slight, to be the accomplice of Morrison and the man who had played the most prominent part in the murder. Certainly the two had been together on that fatal night.

Risks he takes

The prosecution did not call him because he might have weakened its case against the prisoner; the defence because he might have proved Morrison's guilt.

Later events showed that in all probability he was the main actor in the crime. As by that time he had gone to America, and been executed for a murder he had committed there, nothing more could be done.

It is the custom for magistrates or judges deliberately to warn a person giving King's Evidence that he need not answer questions that would incriminate himself.

There is, however, a more serious,

A *Comical* COLLEGE

A SUNDERLAND reader who responded to an advertisement offering a free booklet called the "Philosophy of Personal Influence" was favoured with a letter received from A. Roberts, of 7, Rue Auber, Paris.

Advised to read the treatise on magnetism and hypnotism from cover to cover, he was assured that accomplishment in these magic arts is of priceless value to man.

With the aid of the Paris College of Psychology he might become an excellent entertainer, a provider of mirth and amusement, and even appear in public.

There are sixty pages of sheer bunkum dealing with the practice of hypnotism among children, upon invalids, and upon those addicted to drink. The names of American professors and institutions are given as endorsing the value of this absurd correspondence course.

The method of tuition practices is said to be quite simple and perfectly harmless; and it is claimed that they will enable the qualified to undertake healing or the relief of pain.

Our reader is cordially invited to forward a fee of two guineas, or alternatively, ten dollars, and he is warned that in future letters he must refer to his registered number 6043.

But in spite of the high claims of the Paris College of Psychology, we would urge our readers to leave the support of this quaint organisation to others.

THE GREAT SECRET
We'll tell you next week!
SECRET

EVIDENCE"..

Dramas of the bargain Crime makes with the Law

sometimes unspoken, warning which cuts the other way. If he lies, makes only a partial revelation of the truth, he runs the risk of being put back in the dock.

But the case is different when he has already been tried and sentenced or acquitted. At times a man has left the dock, been taken before a grand jury, formally discharged, and brought back to the witness-box to testify against his accomplices.

Even more common is the spectacle of a man already in prison telling the story of those associated with his crimes.

The only difference between this latter type and the approver is that the approver knows in advance that if he complies with his bargain he will escape punishment. The convict may hope to get some remission, but nothing is promised to him, even indirectly. It is always, from his point of view, rather a gamble.

Gentle burglar

A year or two back a man in a perfectly tailored suit, gold tiepin and kid gloves, his black hair carefully brushed, stood in the Old Bailey telling in a cultured and modulated voice how he had sold the loot from twelve burglaries for which he was serving six years' penal servitude.

This was "W. G. Wells," who was described by counsel as "the gentleman burglar," and he was giving evidence against alleged receivers.

With a break in his voice he declared that he would refuse any remission of his sentence if it were offered. His object was merely to ensure that the stolen property should be restored to its owners. He had been "forced to court, handcuffed, half-starved and shamefully treated" through attempting to aid justice.

This "plausible and dangerous rogue," as the Common Serjeant described him, did not impose on the jury, and the people he accused were acquitted.

One of the most dramatic scenes ever witnessed at the Old Bailey occurred when two men, Benson and Kurr, undergoing terms of ten and fifteen years' penal servitude, were brought back to testify against a group of Scotland Yard detectives whom they had systematically bribed while they had been carrying out Turf swindles on a colossal scale.

Four of the senior detectives at the Yard were involved, and Benson, the head of the gang, a silky-voiced cripple of consummate brain and audacity, explained how they had one by one been roped in until the conspirators had all their most-dangerous official enemies in their pay.

For a time every step taken by the authorities was instantly communicated to the swindlers. Evidence that came to the detectives was suppressed.

Treachery's deserts

Then a French countess who had been heavily rooked put the matter in the hands of an astute London solicitor who smelt something wrong. Under his pressure action became imperative.

The gang was arrested. Benson, who had fled to Rotterdam, was brought back by Druscovitch, one of the inspectors most deeply implicated. Like others he was faced with the dilemma of possible ruin if he at last did his duty, and certain ruin if he did not. All depended on the prisoners keeping their mouths shut.

If the police hoped for this they imagined a vain thing. Kurr had preserved every written scrap that could implicate them, and in prison he and Benson resolved as a last hope on a policy of betrayal.

The detectives took their place in the dock and three of them were convicted. But neither Benson nor Kurr reaped the advantage of their treachery, for each of them served their legal term.

The line is sometimes a very fine one. To put an admitted crook into the box is an expedient that does not commend itself to those responsible for the upkeep of justice if by any means it can be avoided.

Thus it sometimes happens that a criminal receives a very strong hint that if he will supply information which will enable proof from other sources to be obtained, nothing will be done to prevent him leaving the country.

There is a snag in this, however. One foolish man recently came back after a short sojourn abroad. It was a distinctly embarrassing situation, but there was only one way out. He was arrested, convicted and sentenced.

Without the means that King's Evidence—whether it is called by that name or not—affords, many of our worst malefactors would escape punishment. Receivers, abortionists, persons engaged in the dope traffic, swindlers of many kinds, can seldom be brought to book save by the evidence of those associated with them.

Obvious dangers

The only other alternative to allowing complete escape is for the detective to pose as an accomplice himself or engage someone else for the purpose.

The understanding behind the bargain can never, perhaps, be formally endorsed, but it is essential to the administration of any criminal law. But its dangers are obvious. The descendants of Titus Oates, the patron saint of all approvers, still exist.

Behind the sensational trial of Stinie Morrison was the drama of the uncalled approver

"In the gallery of approvers, Montague Noel Newton must take a high place"

TWO-GUINEA TWIST

"HOW to be your own master" is the secret that J. Ballard, "advertising specialist," of 71, Graces Road, Camberwell, London, S.E.5, is anxious to disclose—for a consideration.

He says he understands that many propositions are put forward nowadays which more or less disgust people because of "the apparent, or seemingly apparent effrontery" of those from whom they emanate.

Having said this, he asks that his own scheme should be given careful consideration.

"The great advantage it has is that it need in no way interfere with anything else you have on hand," he declares, "as it may be quite easily worked in spare time as in whole time, and from your own room."

Mr Ballard has a lot to say about ambition, the desire for success and the necessary cultivation of optimism. "Evils of discouragement must be avoided," he declares, adding that to prove his own confidence he will make applicants a very liberal offer.

All this sounds very impressive, but an examination of this "advertising specialist's" scheme is not so reassuring.

His liberal offer, it appears, consists of accepting his £2 2s. fees in instalments, 21s. cash down and the remaining 21s. when the client has made a profit of £50.

And the secrets by which his pupils are to become their own masters are preposterous!

He advocates mail-order trading in medicinal preparations and toilet requirements, and "character reading" is also listed among his bright ideas.

For a further 2s. he will furnish a formula for a "mending tissue for clothes," or for a similar fee he will divulge the secret of a "ten minute toothache cure."

There are many other suggestions relating to such diverse items as "the magic fat reducer" and a "smoking habit cure."

For sheer humbug, the offers of J. Ballard have rarely been equalled, and we trust no readers of **John Bull** will risk their guineas in return for such worthless counsel as he is now offering.

"Very satisfactory results"

says
Nora Swinburne
of

ALLUHR

THE SAFE HAIR REMOVER FOR FACE AND BODY.

Why you should use ALLUHR!

*

"ALLUHR" is a NEW DISCOVERY—the only hair-remover to contain Zapon Oil, an entirely new element which renders "Alluhr" harmless—even to the most sensitive skin. Many depilatories contain dangerous chemicals—razors promote a bristly growth—"Alluhr" removes unwanted hair speedily, and is economical, too. It lasts up to five times longer than ordinary depilatories, and has no unpleasant odour.

"I was most agreeably surprised to find 'Alluhr' completely odourless, quick and easy to use, giving very satisfactory results."
Nora Swinburne.

ALLUHR

1/- **2/6**

1/- size includes Spatula. 2/6 size (5 times as much) includes special fibre brush and Spatula.

FROM ALL MULTIPLE DRUG STORES, HIGH-CLASS CHEMISTS & HAIRDRESSERS

If unobtainable locally write :—
BRITANNIA LABORATORIES
(Dept. 415) 13, Little Titchfield Street, London, W.1

7 DAYS' FREE TRIAL

TEST 'ALLUHR' FOR SEVEN DAYS, FREE OF CHARGE *Purchase a box of "Alluhr" from your retailer. If you are not satisfied and return the box within 7 days, he will refund your money IN FULL.*

Why 'OVALTINE' is Supreme for Health

It is important to note that the proprietors of "Ovaltine" are the largest manufacturers of malt extract in the world and are recognised by scientific authorities as experts in the manufacture of malt extract as well as in the wider field of dietetics.

TO-DAY, as always, "Ovaltine" stands supreme as the complete and perfect Tonic Food Beverage—as unapproachable in quality as it is unsurpassable in value. It incorporates every single feature required by advanced scientific thought, and it is made according to a formula and by a scientific process which cannot be used for any other product.

Every ingredient is specially chosen so that, in combination, ***all the food elements essential for health*** are present in a correctly balanced and easily digested form.

The malt extract is specially prepared in the "Ovaltine" Factory under scientific control. It is made from home-grown barley—there is none as good—and its digestive and nutritive properties exceed those of ordinary malt extracts. ***It is not possible to manufacture*** a better malt extract.

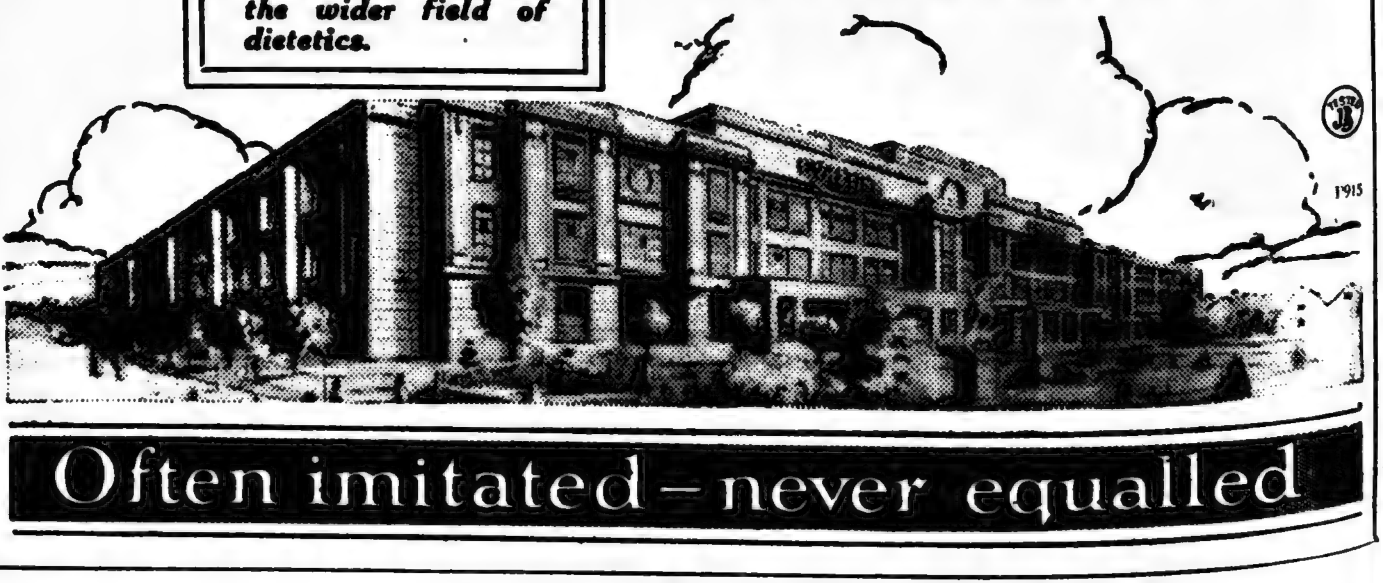
That is only one reason why "Ovaltine" is supreme.

The new-laid eggs and the creamy, liquid milk used are also the finest obtainable. The "Ovaltine" Dairy Farm sets the standard of excellence for the many thousands of gallons of milk required daily. The eggs are definitely superior to ordinary eggs because they come from the "Ovaltine" Egg Farm, where the most up-to-date methods of scientific feeding are employed.

It is important to note that there is no starch in "Ovaltine." It does not contain any household sugar to give it bulk and to lower the price. Nor does it contain a large percentage of cocoa—consequently it does not possess an excessive cocoa flavour, which many persons dislike.

"Ovaltine" stands in a class by itself. Imitations of it—in which malt, milk and eggs are not combined in the same proportions or by the same process, and which contain large percentages of cheaper ingredients—cannot possess the same exceptional qualities. Reject substitutes.

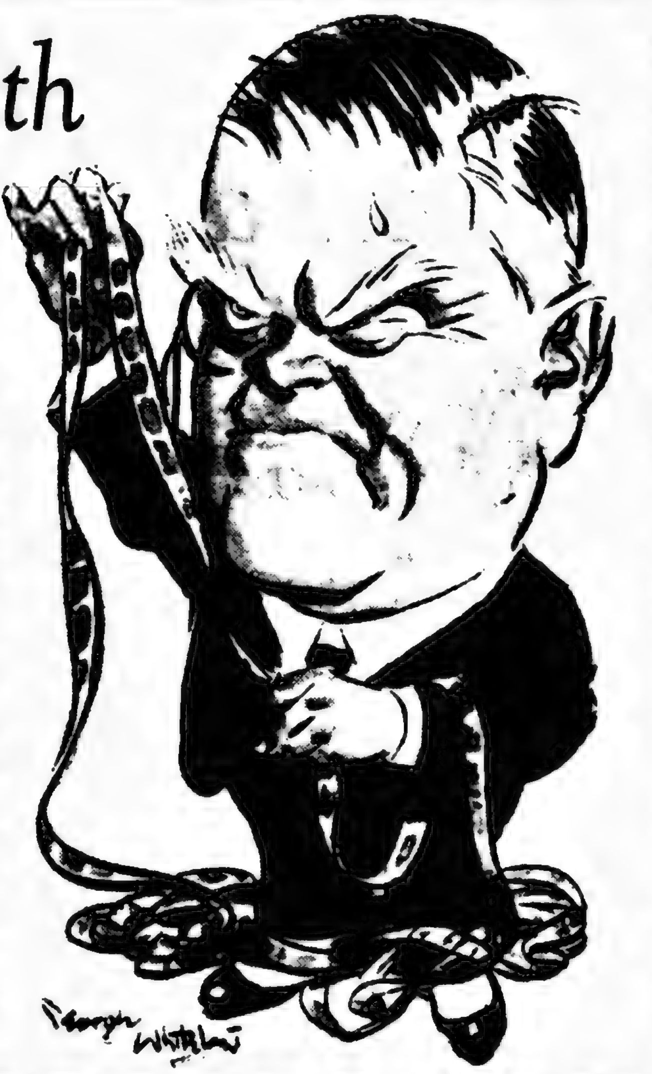
Prices in Gt. Britain and N. Ireland, 1/1, 1/10 & 3/3



Often imitated—never equalled

Hannen Swaffer's Open Letter to SIR EDWARD SHORTT

You Play with DYNAMITE



DEAR SIR EDWARD,—Yours, indeed, is one of the most difficult jobs in the world.

Although you are a Film Censor appointed by the trade, you have to censor films in such a way that you have to please not only the trade but the public, and also the dear old ladies.

It is an impossible job. And yet, within the limits of human endurance, you do it well.

How you and your assistants have lasted it out so long I do not know.

During 1932, you examined 5,424,916 feet of film, embracing 1,862 subjects. And yet you all seem to keep your sense of humour, even although viewing all these films at 100 feet a minute must have taken about thirty-eight days, twenty-four hours a day. I hope my sum is right. I hope, too, that not all of you were there all the time.

* * *

There have been, I must say, fewer complaints about your Board since you assumed the office than at any other time. Gradually, censorship is being standardised.

One of the troubles you have to face is that public opinion, as does my own and that of all frank people, varies from time to time. It is not fixed.

You have to keep a balance, remembering always that the world's mind is broadening, and that topics that would have been thought improper twenty years ago are now part and parcel of everyday discussion.

You and your Board, Sir Edward, are always playing with dynamite. Few people understand how the film, in the last ten years, has changed the outlook, directly and indirectly, of every person in the world. It has taught us all a thousand things we did not know before. Which of those things do us good and which do us harm, it is difficult to tell. That is why it causes so much argument.

Take the question of the gangster picture. Some people used to argue that men who are now criminals became criminals because, when they were boys, they read "Spring-Heeled Jack" and "Deadwood Dick."

The truth is, of course, that many boys who read them became, afterwards, bishops and judges.

They all read worse things in the Old Testament, without the Bible being blamed.

Gangsterdom was not invented for the pictures. Nothing could have been worse than Al Capone.

"Now, should children know about it? That was the question that the Church asked, and the teachers and millions of parents. You had to decide.

The fact is that they *do* know about it, whether it is shown on the screen or not. It seems to me that, the more people know, the more equipped they are to face life's battle afterwards.

* * *

I might not have said this twenty years ago. Yet I must remember that, when I was a boy, I lived in a world of suppressed sniggers. We knew more about Sex than our parents ever dreamed. All the children knew about Sex. But we knew it all wrong.

In those days, if a woman showed an inch of her leg when crossing the street, the traffic stopped. This was called "Propriety." In those days, too, when old women were hired to hold the women bathers while they dipped in the sea, and when, although the bathers were clad in what we would call armour nowadays, no man was allowed to look.

The film, with all its faults, has freed our minds of all that sort of nonsense.

Yet, at the same time, by its frankness about kings, and millionaires, and grafters, and crooks, and a thousand things, it has brought about a condition in which the Old Order disappeared.

How can I attack gangster pictures when I like them? How can I say that such a picture as "Frisco Jenny" is sordid, when it holds me enthralled?

I can object to the fact that American exhibitors advertised "Scarface" with the words, "The Shame of a Nation," and deplore the fact that American exhibitors were making money by boasting how terrible their country was, but, on the other hand, I think the public ought to see "Scarface," yes, even the children, so that they can realise to what a depth any country may fall if graft is allowed to begin.

Then, take "The Sign of the Cross."

I have heard you criticised, Sir Edward, because you passed some of the more licentious scenes in that picture. I have heard you blamed because you did not cut the terrible fights shown in the Colosseum between lions and human beings, and because the orgies were left in.

Yet I remember that there was an orgy in Wilson Barrett's melodrama, and that, in spite of it, even Gladstone said it was his favourite play. I know, too, that could he have shown the fights in the Colosseum, Wilson Barrett would have done so.

Some people, Sir Edward, regard the kinema as a curse. Others call it a blessing.

* * *

In my opinion, the more that people know, the more wise they are. There is no such thing as the altogether good or the altogether bad.

The screen has taken to every obscure corner of the world knowledge about all the other parts. It has shown every class how all the other classes live

It has broadened my mind. It has broadened the minds of everybody Perhaps it is because it has broadened yours that we now agree that, considering how numerous are the problems that confront you every day, you do your job very well.

To-day, the film is cleaner than the music-halls, and it is less unpleasant than the theatre. There are some things that I would cut that you pass. On the other hand, you have, no doubt, cut many things which would pass my supervision.

No man in the world can be a censor and escape blame. You, to-day, are escaping more than, in the circumstances, I should expect.

The lines on which you have laid down your policy have met with almost general approval. See that your assistants obey your ruling!

CANDID COMMUNICATIONS

Rt. Hon. SIR HILTON YOUNG,
Minister of Health

DEAR SIR,—You have blundered—and lundered badly—by setting up yet nother slum enquiry.

Surely enough official information bout the slums has already been published to fill a library. Committee after ommittee has discussed the problem nd made recommendations—usually to o purpose.

What we want now is not more talk, ut *action*.

JOHN BULL.

LBERT EDWARD CATER,
irmingham

COWARD,—A postal sorter, you stole 100 from letters.

That was bad enough, but you made worse by pleading that you had folwed the example of certain colleagues ho, incidentally, had lent you money. Your eighteen months' sentence isn't o long, for the cowardly rogue is the orst of all.

JOHN BULL.

MIDDLESEX COUNTY COUNCIL: our plan to build 10,000 cottages in a ar is magnificent. And I hope it ames Whitehall into removing the an on your million-pound road hemes.—JOHN BULL.

dge BAIRSTOW,
dmonton County Court

YOUR HONOUR,—You could not prent your time being wasted, I know, by o women arguing over sixpence.

The money was the balance due on a bt, and is said to be the smallest mount for which an order has been ade in a London court.

But I hope you will have something pungent to say about anyone who tries to equal this record. Principle may be a thing worth fighting for—but not when it is carried to such absurd limits.

JOHN BULL.

LORD MOYNIHAN,
Park Square, Leeds

DEAR LORD MOYNIHAN,—Your demand for a "road crash fund" deserves national support.

There is no reason why hospitals and medical men should bear an undue share of the great cost of road accidents.

I hope, therefore, that the closest consideration will be given to your suggestion that a central fund should be formed, and that every insurance company concerned in motoring risks should contribute.

JOHN BULL.

Capt. EDWARD LITTLE,
Grimsby

DEAR SKIPPER,—Congratulations on your having been made, by the King of Denmark, a Chevalier of the Icelandic Order of the Falcon.

You once saved fifty seamen from drowning, and rescued an Icelandic boat when it was only a few yards from the rocks—only two items from a long list of your brave acts in Icelandic waters.

You have done your full share in upholding the prestige of the British Mercantile Marine.

JOHN BULL.

Sir EDWARD CROWE,
Dept. of Overseas Trade

DEAR SIR,—So you have at last decided that the "Buy British" campaign, for which you are partly responsible, has now gone far enough. Most people have for long realised that if we don't buy from other nations they can't buy from us.

Let us buy British when it is best, by all means. But don't let us forget the elementary principles of economics.

JOHN BULL.

HENRY FARRINGDON FORD, Twickenham: Though warrant for your arrest was issued in Southend ten years ago, you've just been caught in London and sent to jail. Now you know what "long arm of the law" really means.—JOHN BULL.

JAMES TOMLINSON,
Wythenshawe, Lancashire

KNAVE,—You robbed a prisoner in Strangeways Jail of his few personal possessions, worth 33s. 6d. Now, instead of being a warder, you are to become a prisoner yourself for three months.

You will be on the right side of the bars.

JOHN BULL.

Rev. JAMES D. TYTLER,
Bilton, Yorkshire

DEAR VICAR,—During the recent terrible weather your horse was left alone and untended in the paddock at your home, unable to get either food or shelter.

You explained to the court that you were away on your honeymoon and left before the snow came. And the Bench, deciding that there were extenuating circumstances—I suppose a honeymoon can be an extenuating circumstance—fined you 15s.

Personally, I think the horse got the worst of it. JOHN BULL.

Mr. J. PRICE,
Staffs County Council

DEAR SIR,—A learned man once advised us to watch the busy bee, but you go further.

You warn beekeepers that importers of honey are trying to steal their market by tricking the public with labels of "British" in bold letters and the word "pottery" underneath in italics.

But it isn't only with honey that this dodge is practised. JOHN BULL.

SECRETARY FOR SCOTLAND: You have done well to order judicial enquiry into allegations of municipal graft in Glasgow. They may or may not be well founded, but the public is entitled to know the truth.—JOHN BULL.

WILLIAM JAMES DAWES,
Sutton Coldfield, Birmingham

SCOUNDREL,—You were certainly ingenious to cut a hole in your neighbour's wall, fix some flex to the cable of his electricity supply, and then charge wireless accumulators with his current.

Fortunately you didn't do the job properly. The fuses in your neighbour's house frequently blew out, and this led to your undoing.

I'm glad you are not my neighbour; but I'm sorry you got off with a five-guinea fine. JOHN BULL.

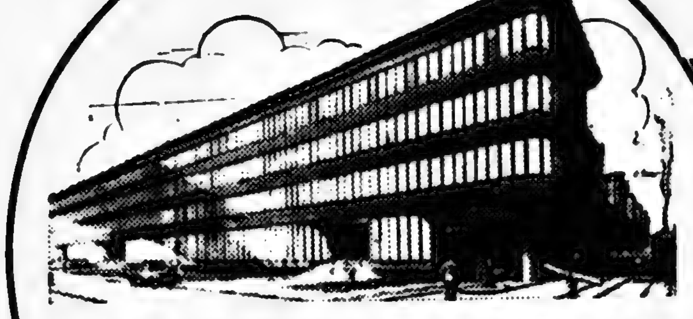
Sir WILLIAM BRAGG, F.R.S.,
Royal Institution, London

DEAR SIR WILLIAM,—I like your definition of a civilised man as one who "prefers to see a thing made rather than destroyed."

That definitely puts war and warmongers outside the pale of civilisation.

JOHN BULL.

DOUBLE SAFETY...
QUALIFIED *doctors—why not* TESTED *medicines?*

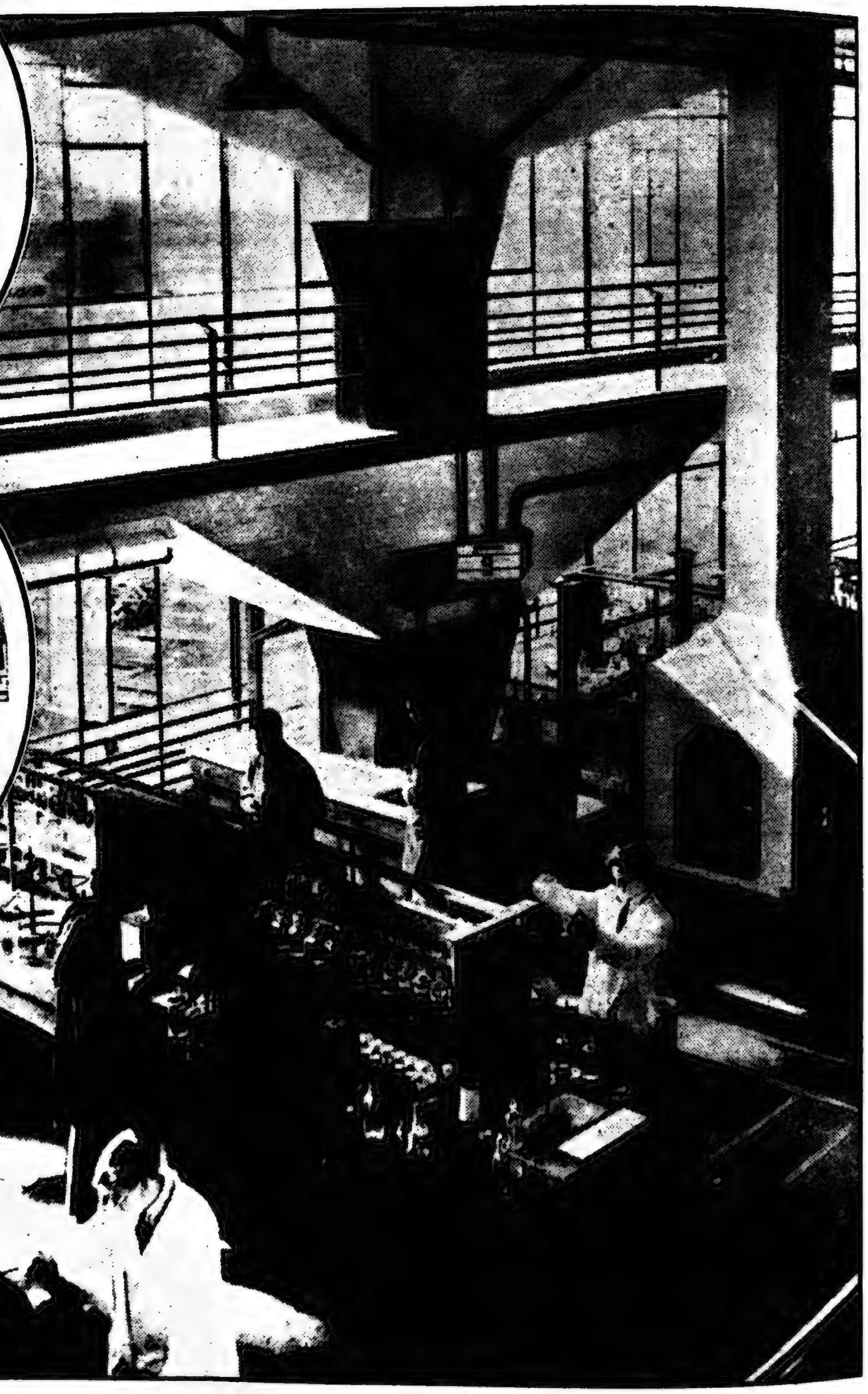


BOOTS FACTORY at NOTTINGHAM

largest steel-and-glass laboratories in Europe — these vast laboratories stand behind every Boots shop

AT YOUR NEAREST BOOTS SHOP

the most reliable medicines money can buy—specially tested by analysts at Nottingham. Take your prescriptions to Boots, too!



ANALYSTS AT HOME—corner of one of the vast testing laboratories at Nottingham. All Boots medicines are tested for purest-quality.

EXTRACT OF MALT WITH COD LIVER OIL AND CHEMICAL FOOD

(This combination is an excellent tonic containing Iron Phosphates)

1/- & 1/10 *per jar*

Enormous demand lowers cost—
BOOTS MEDICINES COST LESS

DISPENSING **The Boots Chemists** CHEMISTS

Boots Pure Drug Co. Ltd., Nottingham

Only a Jew!

The Jew has proved his title to equal citizenship in every civilised country." Here you see (from the left) Sir Herbert Samuel—"an unsullied name": Disraeli, "a great Englishman": "Fine service in many fields"—Lord Reading

by
A.G.GARDINER

THE wave of Nationalism that is sweeping over the world is creating alarm in Jewry. The immediate cause of anxiety, of course, is the situation in Germany. It would puzzle a Philadelphia lawyer to discover the limmerings of a constructive policy in he rhetorical avalanche of Herr Hitler; ut whatever else the swastika symbol tands for, it is a hammer for the Jews.

From the beginning of his campaign or the conquest of Germany, Jew-aiting has been in the forefront of Hitler's programme, and now that he is ractical dictator of the country his mailed fist is falling heavily on the Hebrew community.

There has been nothing yet in the ature of a "pogrom" such as used to ccur under the Tsardom in Russia, but here have been multitudes of incidents hich suggest that even a pogrom may ot be averted.

Jews have been dismissed wholesale rom official positions, and in Westhalia the shops of Jews are being icketed and the public are being arned against entering them.

Gathering hostility

Physical violence has been resorted to n many cases, prominent members of he community have been warned to ave the country, and the attitude of litler's Storm Troops is filling the whole ewish public, high and low, with the cutest apprehension.

Not since '48 has the position of the ews in Germany been so precarious. hen there was a flight of many of the ost prominent members of the comunity to other lands: France, England, nd especially the United States.

In the interval they have re-estabshed their position, and in finance, the ts, politics and journalism they have eld a leading place in Germany. Some the ex-Kaiser's intimates, notably allin, were Jews, and Bismarck, though e did not love them, was ready to make rms with them.

But in the popular mind there was ways an undercurrent of hostility to em. and Hitler in his appeal to the ob has brought this feeling violently the surface and has not hesitated to ake political capital out of it.

Nor has that hostility been limited to ermany Though, apart from the ussia of the Tsardom, there has been violent repression of the Jews, in the odern world, similar to that which was eir experience through all the cenries of the past, there was hardly a untry in Europe up to the eighteenth ntury in which they were not subject periods of persecution.

Whenever discontent prevailed it was e common resource to divert the anger the people against the Jews as the al oppressors of the poor. Even in this country, whose record in regard to the Jews is perhaps better than that of any other with the exception of Turkey, they had their evil times long ago, of which the phrase "worth a Jew's ransom" is a picturesque reminder.

No one profited more than the Jews by the stabilised world which the nineteenth century brought about. Liberalism pervaded the atmosphere and constitutional government spread from this country over the Continent.

In these conditions the ancient animosity to and fear of the Jews tended to disappear. They became absorbed in the common life of the community and in most countries were admitted to the full rights and privileges of citizenship.

Their emancipation, even in this country, is only a matter of the last century, but it may be said that by the time the Great War broke out the Jews had won their freedom in every Western country with the exception of Tsarist Russia.

It seemed that the Jewish question which had perplexed the world for two thousand years had been settled and that Jew and Gentile had at last settled down on terms of amicable accommodation.

But the anti-Semitic feeling, though dormant, was not extinguished, and the disruption of the world brought about by the war fanned it once more into life, most conspicuously in Germany, but quite noticeably elsewhere, in America, for example, and to some extent even in this country. It fanned it into life because it awakened the feverish spirit of Nationalism. That spirit needs some visible enemy within the gates on which to sharpen its sword and visit its wrath.

And the Jew supplies that requirement by virtue of two characters—his exceptional gifts and his own indestructible Nationalism. His gifts, especially in the realm of material values, make him feared, and his Nationalism makes him separate.

Epic history

It is at once the virtue and the handicap of the Jew that, no matter how far he wanders or how remote his contact with his racial sources may be, he always carries the signature of Jewry with him.

The English people are perhaps as mixed a breed as the earth contains. We are composed of Celts and Iberians, Latins and Teutons, Huguenots and Flemings, Scandinavians and Hessians, Such a thing as a 100 per cent. Englishman does not exist. In the veins of each and every one of us flows the blood of scores of different races. And so with America—far more so, in fact.

For America is the greatest melting-pot of humanity. All the nations have flowed thither and merged themselves into the common stock. In the course of a single generation, at most two, Poles and Greeks, Scandinavians and Italians, English and Czechs have lost their individual racial characters and become indistinguishable from the general mass of people whom we call Americans.

All with two exceptions—the Irish because of a political grievance that has kept their nationality raging like a fever in the blood; the Jews because alone among the peoples of the earth they have retained their national aloofness and individuality through two thousand years of struggle and persecution.

Their story is the most wonderful epic in human history—the story, as one of their most gifted sons said, of

Slaves in eternal Egypt, baking their
strawless bricks,
At ease in successive Zions, prating
their politics.

The question for human society is whether this indestructible Nationalism of the Jew unfits him for loyal association with the corporate life of more modern communities which have evolved a Nationalism of their own.

It seemed that the history of the last century had supplied the answer to that question finally and in the affirmative.

The Jew had won his claim to equal citizenship in every civilised country, and had proved his title to that claim. He was not always a desirable person, but the proportion of undesirable Jews is not higher than that of any other community The acuteness of his wits probably makes him more noticeably undesirable than undesirables of other races.

Indispensable

But the balance is restored by the superior gifts of the desirable Jew. Withdraw the contribution which the Jews have made to the arts, sciences and literature of every European country, and there is not one of those countries which would not be incredibly impoverished

And their record in the public life of States is not less conspicuous. I do not share the Disraelian cult, but no one will deny that he was a great Englishman as well as a great Jew Few names stand higher in our political annals than that of Goschen, and among the public men of to-day none has a more unsullied name than that of Sir Herbert Samuel and few have done such fine service in so many fields as Lord Reading

The world cannot go back to the Dark Ages of Jew-baiting.

Not from the B.B.C.—Gilbert Frankau discourses on—

These Sweet Cheats

WHOSE thoughts across the
printed page
Are splashed without restriction?
Who are the tutors of this age?
The men who scribble fiction!
When "views" on any blessed thing
Are wanted we receive a ring.
And off our chests rare wisdom fling.

"Should short hair be by women worn?"
On this and kindred matters
The novelist, like one who's born
The world to govern scatters
His vagrant thoughts, profound and true:
For 'tis his duty so to do—
Although his rashness he may rue!

We are the coves whose eagle eyes
The deep and dark recesses
Of human nature scrutinise,
Although the task distresses.
And I, who've studied day by day
The females of the species, say:
"Thank heaven, I am not as they!"

But what I would now most thank heaven for is a winter garden in Lapland or a hermit's cell in Thibet, for I have aroused the wrath of a large number of the sex which patronises circulating libraries and delights in reading about strong, silent cigar-merchants.

It all came about when Lord Plender suggested that women as a sex are remarkably honest; whereupon the Press—presumably because Bernard Shaw is not in England and Beverley Nichols is suffering from an acute attack of growing pains—asked me for my views.

Being a man and therefore honest, Frankau and therefore frank, I announced: "Women are undoubtedly more dishonest than men over small things," and I instanced their readiness to take advantage of an error in a bill and to run up accounts they cannot pay.

I might, of course have gone further and mentioned the tendency of married women to function as pickpockets while their husbands sleep and the thieving propensity displayed by almost all women in the matter of appropriating years from their age.

Being of a chivalrous nature, I did not mention these things; nor did I refer to the two-faced character of the modern girl, since, admittedly, male manufacturers of cosmetics and face-powder are partly responsible for this.

But what I did say was quite enough to make me wish that I had thought longer and said less. "A member of your own sex, the Psalmist, knew more than any nonsense novelist when he declared: 'All men are liars,'" writes one wrathful lady.

THE GREAT SECRET
NEXT WEEK!

Look out for the
W.E.F.C.

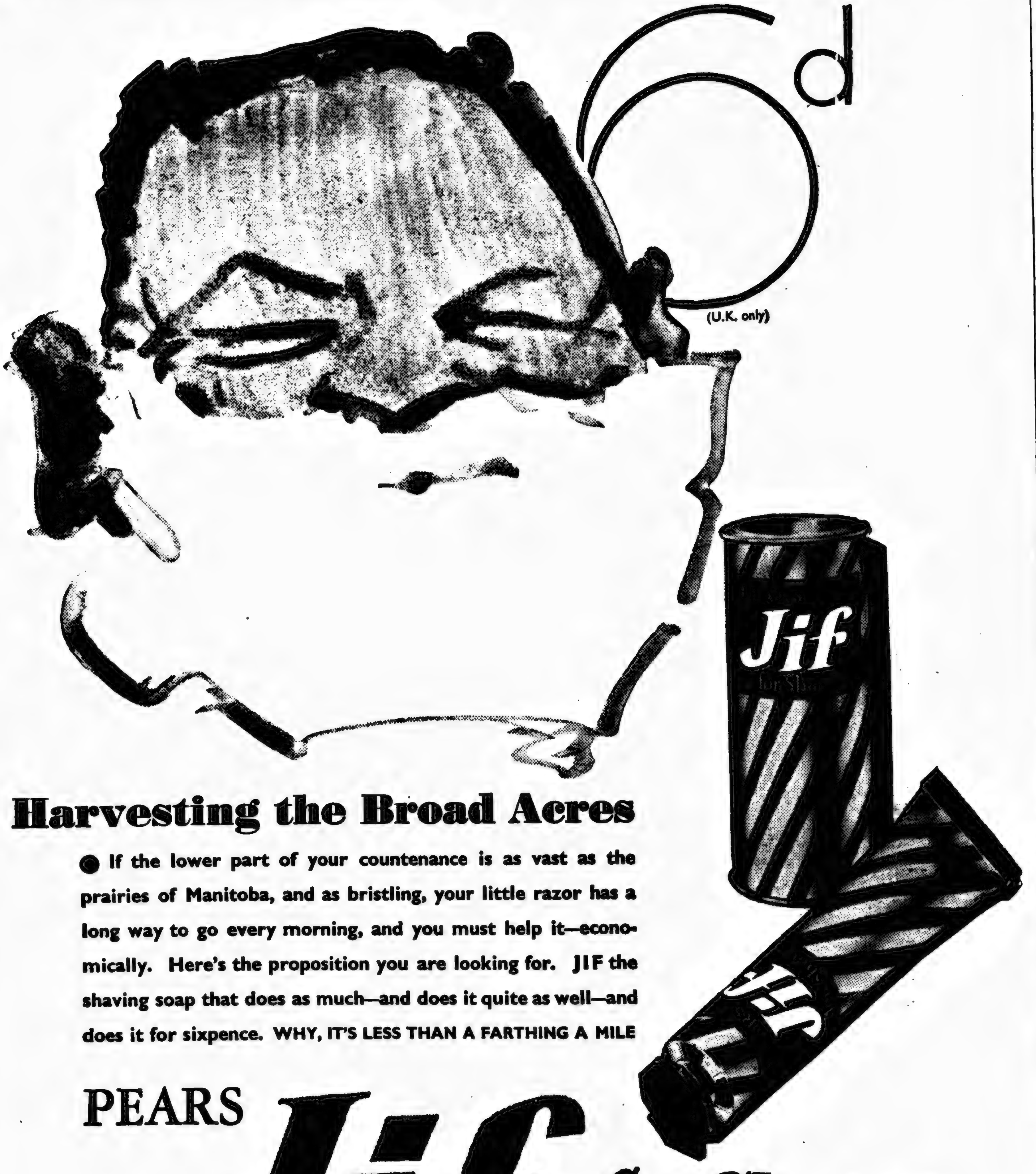
Another points out that when it comes to falsifying time men are as bad as women, the only difference being that a woman subtracts years from her age last birthday, while a man subtracts hours from the time of his arrival home last night.

To the flapper who assails masculine honesty on the ground that men are addicted to stealing kisses, I must sternly point out that the receiver is worse than the thief. But it is more difficult to answer the correspondent who writes: 'Every one of the Forty Thieves was a man; so was the inventor of the gas-meter."

I am sorry if I have offended the fare sex (that is to say the sex which is good at getting off a 'bus without paying a fare), but I intend to stick to my guns—even though running short of ammunition.

O women! though you all proclaim
That Mud's undoubtedly my name,
I cannot help believing
That all that I have said is true;
My knowledge teaches me that you
Are pretty good at thieving

Ofttimes you rob us of our peace;
To steal our hearts you never cease;
But what my wrath arouses
Against you is this latest threat
That helped by Hollywood you yet
May rise and steal our trousers!



Harvesting the Broad Acres

● If the lower part of your countenance is as vast as the prairies of Manitoba, and as bristling, your little razor has a long way to go every morning, and you must help it—economically. Here's the proposition you are looking for. JIF the shaving soap that does as much—and does it quite as well—and does it for sixpence. WHY, IT'S LESS THAN A FARTHING A MILE

PEARS
Jif
for Shaving
STICK OR CREAM
sixpence

Made by Pears, the makers of Pears Soap

THE SHAVE THAT SAVES THE SHEKELS!

PJ/2/93

The SHAM AIR PIONEER

Mr. Pioneer Giles was going to penetrate Darkest Africa—like this. But the only trail he blazed was through the pockets of his dupes

THIS week it is desirable to accord publicity to a Mr. H. Preston Giles, a bold explorer who aspires to follow on the trail blazed to the Cape by such pioneers as Mr. and Mrs. Mollison and the R.A.F. non-stop flyers.

So far, we find, the only trails blazed by Mr. Giles have led into other people's pockets and into the coffers of numerous firms who have been misled into furnishing his expedition with supplies.

Giles is the guiding spirit behind an enterprise called the New London-Cape Air-route Motor Expedition.

On its printed literature it boasts the support and assistance of the Imperial Government, the High Commissioner for South Africa and an imposing array of private and official bodies.

The expedition is to use a Guy six-wheel motor lorry and a small touring car. It will also carry standard kinematograph apparatus and wireless. When its object is accomplished it proposes to make a report to the Air Ministry and to the South African Government.

In spite of these exalted aims and its claim to such influential backing, we note that the expedition has chosen a peculiar method of augmenting its funds.

From 19, Charleville Road, West Kensington, London, W.14, it has been sending out entry forms for a £2,500 crossword competition "to aid" the expedition.

Fine prizes

The form states that, "based on 50,000 entries at 1s. each," the first prize is to be £1,000, the second £200, and the third £50.

The balance is to go to the funds of the expedition "after deduction of actual expenses of competition."

No mention is made of any guarantee that the prize money will be paid, no names are given of the organisers or of any committee, and the form omits to state what will happen if the full 50,000 entries are not received.

Though all these customary particulars are missing, much other interesting information is given.

On the back of the form is printed a map of the air routes to the Cape and about 500 words of closely printed matter describing the purpose of the competition and the objects of the expedition.

We learn, for instance, that the expedition, which "is officially recognised," is to survey the direct London-Cape Air route, *from the ground.*

Patriotic appeal

It is to take meteorological and geological surveys along this route "and to obtain other information which is essential for plans to be made to use the route regularly."

Another paragraph states that the expedition, besides being welcomed and assisted by the respective Governments, is also "supported by many manufacturers, who are furnishing their products free of charge or at a nominal price"

It is also stated that "all persons entering for the competition will not only stand to win a handsome money prize, but they will have the satisfaction of supporting a purely patriotic enterprise."

Finally, the public is told that "the expedition will start, from London, as soon as possible after this competition is finished, *probably by early March.*"

We can say at once that the expedition has not started yet, nor, judging from the previous history of the organiser, is there the faintest possibility of it starting for anywhere.

On the same grounds we can say without hesitation that there is no evidence that any worthy object is being supported by the crossword competitors whose entrance fees Mr. H. Preston Giles is so anxious to obtain.

As far back as two years ago he was making similar appeals from a boarding-house in Guilford Street, Russell Square, where he occupied one room.

On ornately printed notepaper he circularised numerous well-known people and organisations asking for their approval and financial support for the objects of his expedition.

Even when no financial assistance was forthcoming, he usually got a letter in reply expressing approval.

The names of the senders immediately went on to his notepaper as giving "support" to the expedition.

Non-starter

In May last year, we find, Giles was writing to the High Commissioner for South Africa quoting these names and asking for the South African Government's assistance.

He then stated that his expedition was starting in July!

The High Commissioner merely replied formally, and in good faith, that the expedition would be welcomed on its arrival at Cape Town, and that although his Government might be interested in the results, no funds were available for assistance.

That, however, was good enough for Giles. The name of the Government of the Union of South Africa immediately went on to his notepaper as welcoming and assisting the expedition!

Armed with a list of supporters acquired in this impudent fashion, he then commenced ordering supplies for the expedition from numerous well-known firms.

A list of those patronised would fill a column of this paper, and the amount he obtained runs into substantial sums.

From one important firm, which has provisioned many genuine expeditions, he obtained nearly £100 worth of goods. Its bill was never paid nor has it been able to discover what has become of the goods supplied.

A famous typewriter company has also been trying without success for many months to trace Giles or to secure the return of a typewriter and materials supplied.

One of the leading confectionery firms complains that it has been induced to supply a considerable consignment of chocolate, cocoa and other sustaining foods.

A firm specialising in tinned foods is likewise complaining.

But Giles' most persistent efforts to obtain cash or goods have been directed at Lord Wakefield, famous for his whole-hearted support of exploration ventures.

Fortunately for himself, Lord Wakefield said "No" to the cash appeals, but one of the firm's departments went so far as to allot a portion of the Wakefield oil dumps along the African air route as supplies for this expedition, which seems as far from starting as ever.

For many months Giles' bed-sitting-room in Guilford Street resembled a corner of a department store. New supplies were constantly arriving and as constantly and mysteriously disappearing.

Unpaid rent

At last, however, the firms concerned, receiving no replies to their statements of account, became anxious, and several of them placed collection in the hands of solicitors.

Suddenly, Giles disappeared from the Guilford Street address, owing his landlady, who could ill afford the loss, a considerable sum in rent.

The only souvenir of his stay which he left behind is a portfolio which contains a complete dossier of his correspondence with the numerous firms and individuals who have been deceived by this bogus explorer.

This portfolio, which we suggest would make interesting reading, is being retained by the landlady until her bill is paid.

In January this year Giles reappeared again. Writing on notepaper bearing the address "C/o The Standard Bank of South Africa" (whose name is also given on the crossword entry forms which Giles is at present circularising), he approached the Marconi Company and ordered wireless apparatus on behalf of the expedition.

The order was fulfilled, but the account is still outstanding.

It is perfectly clear that Giles is active again in canvassing support of one kind or another on behalf of this fake expedition. We warn all our readers to have nothing whatever to do with any of his appeals.

Shilling Film Scheme

WOMEN of all nations are invited to unite under the banner of a recently promoted organisation styled the Women's International Film Association, of 82, Wardour Street, London, W.1.

According to a circular bearing the names of several distinguished personages, its object is to afford the public a right kind of amusement."

It is also concerned with the foundation of a central club, arranging lectures, learning technique, renting films. And it hopes to own its own kinemas and to make its own films.

Donations of from one shilling upwards are earnestly sought, and weekly [illegible] and tea dances are to be held.

[illegible] interested in this ambitious undertaking is a Mrs. Sheldon Wilkinson, in whose offices in Wardour Street the Association boasts headquarters.

One thousand founder members are required, the circular states, and these are requested to try to interest their friends.

One woman who responded to an announcement advertising "a unique opportunity to ladies with capital," received a similar circular, enclosed with which was a letter from a concern called the Women's Pictures Corporation, Ltd., again sponsored for the purpose of making films, and of which Mrs. Sheldon Wilkinson is the founder.

The two organisations, working hand-in-hand, it is predicted, will produce a film propagating the ideals of the Women's International Film Association. The cost, it is said, will not exceed £12,000.

But it is not intended to depend entirely upon donations of mere shillings. A *confidential* circular contains an invitation to subscribe to a loan.

As the Women's Pictures Corporation, Ltd., has a nominal capital of only £100, it will be seen that the project is too nebulous to be seriously entertained.

JOBS—*Perhaps!*

THE latest philanthropist to come to the rescue of job-seekers is a Mr. T. Lewis, of 22, Ely Place, London, E.C.1.

"Do you want a job? Do you want promotion?" he asks in his circulars, adding that he has a new method that will be definitely helpful.

His scheme is based on actual experience gained by studying known methods of obtaining a situation.

As a result the "art" has been perfected and a booklet of advice written by one who has been successful in obtaining several good positions in the face of the fiercest competition.

Among other things clients will be furnished with a specimen letter of application, by which anyone is said to be able to improve their chances of getting interviews.

And this magic letter is said to be "suitable for any position or trade where application is made for men and women, seniors and juniors."

All Mr Lewis asks for his services is a fee of 2s. 6d. But he wants it in advance.

When we point out that he has only postal accommodation at 22, Ely Place, where he calls for letters daily, it will be seen that he can boast no real business standing.

And it is surely strange that anyone should choose to peddle job-finding secrets at 2s. 6d. a time rather than secure one of the "good positions" for himself.

SMALL ADS. WORTH WATCHING

Prepaid Rate: 10s. per line averaging six words, Minimum Charge 30s.
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INTO CASH!

A Genuine Offer to
John Bull readers.

There's extra money waiting for you through Messrs. Freeman's celebrated Spare Time Agency. Cash or credit trade in Boots, Gent's and Ladies' Clothing, Suits, Coats, Costumes and Underwear, Carpets, Lino, Drapery, Gramophones, Bicycles, Jewellery, Watches, Clocks, China, Toys, Baby Cars, etc. Largest stock in the Trade. Men in regular employment appointed agents on most generous terms. Absolutely no outlay. Liberal supply of samples and illustrated Catalogues.

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mentioning *John Bull*.
FREEMANS,
Lavender Hill, London.

EARN £2 to £5 weekly. Run Drapery Club amongst friends. No outlay. Partics. and Cat. free.—Carlisle Mills (Dept. 11), Birstall, Leeds.

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KNITTING WOOL BUNDLES, 1½ lb, 4/6, for Socks, etc. Steel Grey, 2/4. Colours from 2/11 lb., post free. Patts., Wools, Serges, Tweeds.—Egerton Burnetts, W.B. W'house, Wellington, Som.

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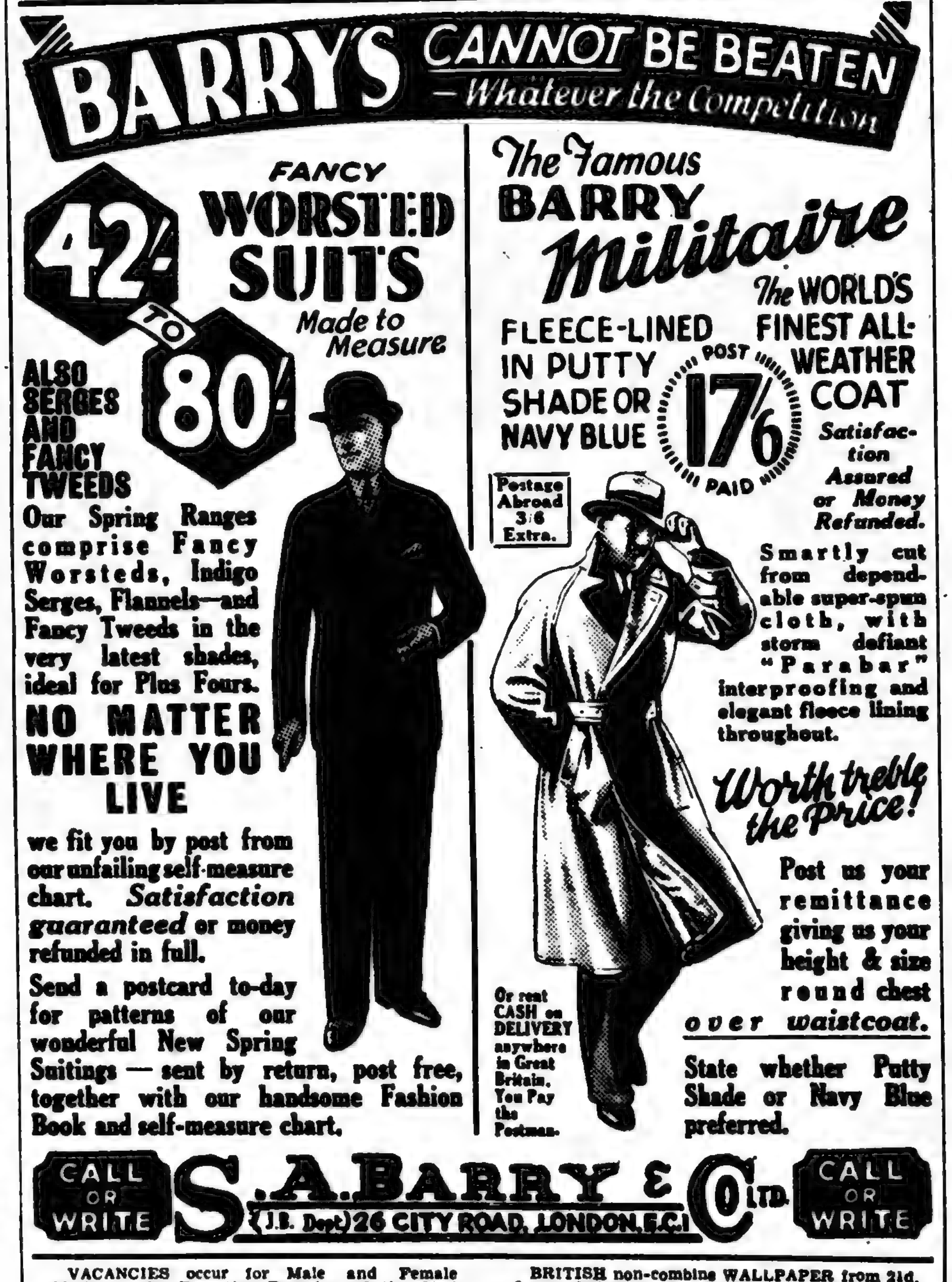

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BUSINESS SERVICES, ETC.

MAIL ORDER TRADERS. Advertisements inserted in 50 Provincial newspapers or London Suburban 7/10. Welsh 3/8. Large or small Mail Order Campaigns. Advice free. Write for Prospectus 60, Buttolph & Dickson, 323, High Holborn, London, W.C.1. (Chancery 8113.)

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NEW Hand Rotary Printing Machine for office & printers. Automatic in every way—simply turn a handle. Output speed greater than any other hand machine, pressure adjustable & fixed to be constant. Any size paper from standard type & blocks. Platen table 12 x 20 in. Type bed 9 x 6 in. £5 18s. 6d., or 18/4 deposit.—Anvil, Ltd. (J.B.C.), 3, London Rd., Kingston, Surrey.

BRITISH non-combine **WALLPAPER** from 2½d. Latest designs now ready. Write for **FREE** book. Eclipse Wallpaper, Shield Rd., Newcastle-Tyne.

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FEACH PRODUCTIONS. See 1933 New Catalogue Curtains, Nets, Casements, Cretonnes, Muslins, Linens. Finest Selection.—S. PEACH & SONS, LTD., 141, The Looms, NOTTINGHAM.

WALLPAPERS.—Wonder Book of Patterns for 1933 sent post free. All papers English Made.—Write to the original mail order firm.—Blakey Morris (London, Ltd.), Dept. J.B., 55-56, London Road, Southwark, S.E.1.

LIGHT YOUR FIRE with the improved **FIRELIGHTER.** Can be lit thousands of times with match. For further particulars see the advertisement of K. Penn in *John Bull's* "Shop Window" on page 3.

FREE.—Fill in the coupon in the **ROYAL ENFIELD CYCLE** advt. on p. 39 for **FREE CAT.** The model illustrated can be had for 5/- down.

TURN to **CATESBYS** offer on p. 38. A free design Book of Floor Coverings is offered.

FREE.—DRAGE'S are offering **A FREE GIFT WITH EVERY ORDER** on page 27. Fill in the coupon for the Easter Gift Book and particulars of their famous "50 Pay Way" terms.

SEND a p.c. for the Hercules Cycle Catalogue. Mention *John Bull* when writing. The offer appears on p. 41.

WIRELESS & MUSICAL.

GRAMOPHONES & Radiograms. How to make cheaply. Motors 7/6. Kits, parts, Repairs, 64-pp. ill Drawings 3d. Regentbull, 120, Old St., Ldn., EC1.

FREE.—Fill in the coupon in the **COLUMBIA RADIO** advt. on p. 35 for full details of the Battery Model 353 illustrated. This can be obtained for only 20/- down.

FILL in the coupon in the **LISSEN RADIO** advt. on p. 39 for a free copy of 1/- Chart illustrating the "Skyscraper" Kit Set.

FILL in the coupon in the "EKCO" advt. on p. 20. It will bring an interesting booklet and full partics. of "Ekco" Radio products. Turn to the advt. now. The enormous price reductions bring Electric Radio within the reach of all.

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REAL HARRIS and Lewis Homespuns, direct from makers; best quality only; patterns free.—Harris Tweed Depot, 1, James St., Stornoway.

BABY'S BEAUTIFUL LONG CLOTHES 30/-. 75 Home-made garments. Worth £6. Handsome Shawl, Robes, Day Gowns, Flannels, Terry Napkins, Vests, Barras, Warm Nighties, Wool Coats, etc., etc. Everything complete and ready for use. Purchasers state "That materials alone would cost them more." Expectant Mothers, send 2/- for parcel on appro. (Bal. cash or terms).—Mrs. J. HOWARD, 66, DOVER RD., PORTSMOUTH.

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TEA.—Finest quality Indian and Ceylon Blended 3/- Tea, 4 lb. 6/-, 10 lb. 12/6, carr. pd. Special quotations for large quantities & Packet Teas. Portway Tea Co., 272, Portway, London, E.15.

MEDICAL, CURATIVE.

WORMS CURED.—Artico Brand Worm Tablets are a specialist's Positive and Permanent cure. They cure most violent cases by calmly removing the very cause of the worm's existence. No fasting, dieting, no interference with daily habits. Send 1/6 for generous supply, or 1½d. stamp for Free Pamphlet.—Ridyard Tablet Co., 34-38, Codnor, Derby.

HOW TO STOP SMOKING.—Genuine Remedy, proved by testimonials. — Write, the Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

BLADDER WEAKNESS, Kidney Trouble, etc., cured by Parker's Fluid Remedy, 1/3, 3/-, Boots, etc., or Parker's Remedy, Ltd., Liverpool. Spl. 2d.

PILES relieved instantly by the wonderful Hemosol Treatment. No ointment, medicine nor appliance. Send 1½d. stamp for Free Booklet on this remarkable discovery.—Hemosol Laboratories, 1, Ramsden Road, London, S.W.12.

AFTER INFLUENZA proper nutrition is a vital necessity. "Allenburys" Diet is a perfectly balanced food, containing all the essentials to hasten recovery. Send 3d. stamps for ¼-lb. trial sample.—Allen & Hanburys, Ltd. (Dept. J.B.5), 37, Lombard Street, London, E.C.3.

ARE YOU RUPTURED? Try the Blunden Surgical Appliance for 7 days and test it before you pay. Write or call for Free Booklet, "Rupture and its Treatment."—Blunden Surgical Appl. Co. (Dept. 329c), 9/15, Oxford St., London, W.1.

NERVE SUFFERERS can obtain a sample and book explaining Dr. Muller's preparation. This offer appears on p. 42.

FREE.— Sufferers from Bad Legs, Circulatory Diseases and all Leg Troubles can obtain a sample of "ELASTO," a new wonder treatment, together with a free booklet, by filling in the coupon appearing in the advt. on the Back Cover. Turn to the offer now and send the Coupon.

TURN to Mr. Shadforth's Free Gift offer of a 2/6 book of his famous Prescriptions, which will be sent **FREE** to every reader who orders any of the Prescriptions appearing in the advt. on p. 45. These valuable prescriptions will save you many a doctor's bill because they are moderately priced.

READERS' attention is drawn to the announcement of **BOOTS'**, the largest firm of Dispensing Chemists in the world, on p. 14. Particular care is taken to produce the purest quality tested medicines.

SUFFERERS from Hæmorrhoids should not overlook the Pylitna offer on p. 38.

WANTED TO PURCHASE.

BEST PRICES paid for Jewellery, Diamonds, Platinum, Old Gold and Silver, Antiques, Dental Plates (not Vulcanite), Valuable property, etc. Nothing too large nor too small. Cash per return. Bentley & Co., 7a, New Bond St., London, W.1.

MISCELLANEOUS.

ANY kind old Gold, Jewellery, Sovereigns, Diamonds, Old False Teeth, Platinum Scrap bought. Highest cash per return.—Bell's, Headrow, Leeds.

DUKE'S JELLIED ALMONDS.
You can't stop eating them
All Sweet Shops.

100 TESTED Recipes are given in the "ATORA" Book. Send a p.c. for a copy FREE from Hugon & Co., Ltd., Openshaw, Manchester. Mention *John Bull* when writing. See offer on Front Cover.

FREE LEAFLET—how to use "ROBBIALAC" on (1) Cycles or Motor-Cycles, (2) Cars. Send p.c. for the one you need to Robbialac Works, (Dept. J.B.), Stratford, E.15. See offer on p. 36.

FREE.—Fill in the coupon in the STORK advt. on p. 31 for a 28-page Cookery Book.

FREE.—The "Trex" Cookery Book, containing 100 really useful everyday recipes. Simply send 2d. in stamps to J. Bibby & Sons, Ltd. (Dept. W.15), King Edward St., Liverpool. See advt. on p. 29.

FREE.—£50 first prize and hundreds of other cash prizes are offered by the proprietors of Diploma Cheese for the best last line to the Limerick appearing in the advt. on p. 34. Read new conditions carefully. Send in your entry now!

A FREE TRIAL PACKET of "Bondman" Empire Blend Tobacco will be sent on receipt of a p.c. addressed to Richard Lloyd and Sons, Topmast Tobacco Factory, 83, Clerkenwell Rd., London, E.C.1. This offer appears on p. 37.

FREE.—Send for the illus. booklet showing over 100 Free Gifts offered in exchange for coupons from **ROWNTREE'S COCOA.** Write, Dept. J.B.6, Rowntree & Co., Ltd., York. See p. 35.

THE Makers of "PERSIL" Oxygen Washer will send a free copy of the "Practical Washing Handbook" to every reader mentioning *John Bull* who writes to Joseph Crosfield & Sons, Ltd., Dept. 285, Warrington. Offer appears on p. 33.

This is the scene of the great enterprise which is to make fortunes for investors—the Berkshire livestock farms

BIG PIG RIG

Numerous readers have written to John Bull during the past few weeks requesting information concerning a venture known as the Berkshire Live Stock Farms, of Benson, Oxon.

This firm has been circularising widely and taking space in the national Press inviting the public to invest sums ranging from £50 to £1,000 in what it describes as a "remunerative and secured undertaking."

The undertaking is the purchase, rearing and selling of pigs, and golden promises of profits are foreshadowed in the firm's advertisement.

"Do you know," says the elaborate but obscurely worded brochure issued by the firm, "that small sums invested in the rearing and production of pigs *can earn* you 25 per cent. per annum with security of capital which is returnable in full every six months?

"Has it occurred to you *that it is possible* for you to earn 25 per cent. per annum on your capital, quite irrespective as to whether you have only fifty pounds to invest or a greater sum? This is our conviction."

And so on throughout the booklet. The phrases in italics are ours.

In many respects the literature issued by the Berkshire Live Stock Farms is reminiscent of that issued by a venture having similar objects called the Little Wadhurst Farm, Ltd., of Maidstone, Kent, against which we warned our readers and which eventually failed with liabilities of over £280,000.

Public or private?

But, if anything, it is even more optimistic. The minimum investment required by Berkshire Live Stock is £50. Little Wadhurst wanted only £5.

Investors in this present concern do not even have the satisfaction of knowing that their money is in either a private company or a public limited liability company.

There is no mention of the Berkshire Live Stock Farms in the files of Somerset House.

The only official record of the firm's existence is at the Registry of Business Names, where for the cost of a 5s. stamp, any enterprise can be born and commence dealing with the public.

The meagre information contained in those files merely tells us that the firm is about three months old and that the two partners are W. Hughes and F. Wallace.

There is no mention of any assets, or resources in cash, property, or stock which can embolden this firm into asking investors to put up sums of from £50 upwards.

We learn, however, from the brochure issued, that the security for these sums lies *in the stock purchased with the investors' money*—namely, in pigs.

"Ideal piggeries"

For your £50 the Berkshire Live Stock Farms will buy you twenty pigs, of which you become "the absolute owner."

These pigs the firm undertakes to feed, house and cherish in their "ideal piggeries" for six months, after which they are sold and your capital is returned plus 12½ per cent. "You can then reinvest the capital if you so wish, or increase the investment."

Some interesting points emerge from an examination of the firm's statements concerning this piggy proposition.

It explains that it purchases store pigs "round about 45s.," charging you 50s. per pig. The balance of 5s. is a charge for conveyance, inspection, certification, etc. These pigs it feeds on fat-producing grain, potatoes and mixtures for six months.

Now it is worthy of note that the present price for store pigs up to ten weeks old is less than half this sum.

It averages about £1. Even at sixteen weeks, when they are sizeable porkers, the top price is 33s.

Nevertheless, your pig is charged up to you at £2 10s. Presumably its food for six months is charged up to each pig, although you are not required to pay for this.

The firm generously does so, as well as for labour, housing and other charges.

No details

To gain the average of a pound in weight a day for six months, which this venture claims on behalf of its pigs fed with the material described, would cost, according to pig-rearing experts we have consulted, about £5 per pig.

Therefore book charges for each animal represent about at least £7 10s. at the end of six months.

That is a reasonable assumption based on the statements given in the brochure and on the present cost of feeding material.

Now the average weight of a full-grown pig is about 180 lb. At ruling prices of 12s. 6d. a score lb. this pig would fetch £5 12s. 6d. when it went to market.

The Berkshire Live Stock Farms furnish no details as to feeding charges, labour, rentals, etc.

All they tell you is that the net profit per sale "is calculated at 10s. 6d. per pig (all paid)." Out of this they pay you your 6s. 3d. per pig. They omit to state how and on what basis this profit is calculated.

But if certain vital figures are omitted from their brochure, and if other points are obscurely worded, there are some statements in their arguments which are definitely misleading.

They say, for instance, "that properly housed and fed, a pig will gain in weight (average) one pound per day . . . taking pork at a suggested average of 1s. 3d. per lb., the marketable value of a pig correspondingly increases 1s. 3d. each day."

But the present Smithfield prices for large carcases is 5s. per 8 lb., or 7½d. lb.! Exactly half the sum stated in the brochure.

Finally, an examination of the statements made in the firm's brochure shows that the word "security" is constantly harped upon.

One hut, one sty!

"Remember," it says, "that you are not purchasing shares in a limited company, or such where definite risks exist for the part or complete extraction of your capital."

Yet, what about swine fever and other sicknesses which might easily wipe out the "security"?

No mention is made of an insurance against such risks, or any other contingencies, for that matter.

And what of the property itself—the "ideal piggeries" referred to in the brochure and on the firm's notepaper as "the finest commercialised cultural piggeries in the world"?

When these high-sounding claims are probed the result is truly illuminating.

The office at Benson, which is a tiny Oxfordshire village, consists of nothing more than a hut in a small field!

In the corner of the field is a small galvanised sty, newly erected and capable of being easily demolished.

On a recent inspection it was found to contain twenty young pigs purchased locally only a few weeks ago.

The field, we find, was acquired from a local resident who is acting as manager for the firm, and a large board erected at its entrance bears the bold sign: "Berkshire Live Stock Farm."

Security first

That is the sum total of the property in evidence—at Benson, which, as we say, is described on the firm's notepaper as "the finest commercialised cultural piggeries in the world."

And it is to this address that the £50-£1,000 investments are to be sent.

Anyone who gives this proposition a moment's reflection must see that it is highly speculative—to say the least.

Intending investors would be wise in demanding considerably more "security" from this firm before expending good money on such an obvious "pig in a poke."

Homely Wisdom—by

Canon R. J. Campbell, D.D.

IN THE DARK

A man whom I used to know and like was the distinguished actor, Sir Herbert Beerbohm Tree. He once said that he had learned an extremely important and unexpected lesson while playing Hamlet.

During the scene wherein Hamlet is supposed to be in conversation with the ghost of his father the stage is in darkness or nearly so.

Tree thought to himself: "This will be a good opportunity for me to relax a little. No one can see what I look like or know that I am not putting my whole force into what is being done; the audience will take for granted that I am going through all the motions proper to a son awe-stricken at being addressed by the spirit of his murdered father."

With this idea in mind, he refrained from exerting himself in this particular scene, but only for two or three performances. He quickly realised that the effect was ruinous; the scene, which should have been one of the most thrilling in the play, went quite flat.

Though the stage was too dark for the spectators to see what Tree was doing, they could feel that something was missing from the power of the drama, though they did not know what it was.

If the mistake had not been promptly remedied, the company would soon have been playing to an empty house. Tree saw this, pulled himself together, henceforth played as well when the lights were down as when they were up, and averted a fiasco.

There are many people who make the mistake of thinking that the world can be deceived by what they do in the dark. So it can perhaps up to a point, but it usually feels there is something wrong even while it remains in ignorance of the nature of the wrong.

We instinctively distrust a man who can give all sorts of plausible reasons for the poor results he is able to show when charged with some special piece of responsibility. The explanations may be accepted once or twice, but if they keep on being given we become suspicious of their soundness.

Possibly we can detect no flaw in what is stated; all seems open and above board; but we instinctively know that there is something hidden that will not bear inspection.

A prominent business man once told me that he had never yet been wholly taken by surprise when a colleague or subordinate turned out to be a rotter, though he had nearly always been unprepared for the disclosures that were made when the crash came.

"When a man is beginning to go wrong," he said, "those who know him are seldom deceived, though they may be entirely in the dark as to what is really amiss. And if you are taken in by a rogue with an oily tongue it is usually because you allow yourself to be persuaded against your instincts."

The wisest teacher of all the ages has told us that men loved darkness rather than light because their deeds are evil. A self-respecting reserve is an attribute of all fine character: trickiness, deceitfulness, back-biting, lying, and slander always shun the light. I have noticed over and over again that there is no malice so evil as that which stabs in the dark.

If there is anything in your way of living to-day that cannot bear the light, stop it at once. You may be keeping the world in the dark about it, but not about yourself. What it is making of you cannot be concealed. And what you are is the basis of the good or ill that you get from life.

BRITISH RADIO INDUSTRY
STABILISING BY CO-OPERATION

EKCO and their Dealers make Genuine Sacrifices

PUBLIC BENEFIT BY BIG PRICE REDUCTIONS

To meet existing economic conditions, radio prices must be lowered to rock-bottom. How can this be done? Only by all trade sections co-operating to reduce their margin of profit to the lowest possible figure compatible with efficiency. EKCO, their Wholesalers and Retailers, have given a lead to the Industry by doing this. Each has agreed to operate on a lower margin of profit with the conviction that the ultimate benefit will be bigger sales and therefore increased employment.

THE THREEFOLD SAVING EFFECTED IS PASSED ON TO THE PUBLIC IN THE FORM OF BIG PRICE REDUCTIONS.

The most important result of these price reductions is that you can now have confidence *you will never buy quality radio at lower prices.* And, mark this carefully, you will buy radio that will remain up-to-date for many years to come.

Lowest manufacturing costs are only possible with large, modern plant. In the new £100,000 British EKCO Factory, designed especially for the manufacture of radio, electrical and large moulded products, and covering five acres, you will find every modern device and process, supported by a sound trading policy. In less than seven years production costs have been reduced by 60%—savings which have been passed on to you.

Moreover, every EKCO Set is backed by a mobile force of highly-skilled Service Engineers covering the country—a home service that will save you the trouble of sending your set back to the factory, in the rare event of it ever going wrong.

MODEL M.23 ALL-ELECTRIC CONSOLETTE

(3-Valves + Metal Rectifier)
For A.C. or D.C. Mains.

REDUCED FROM 15 GUINEAS

NOW ONLY

10 GNS.

or by 12 monthly payments of 19/3

MODEL S.H.25 ALL-ELECTRIC SUPER-HET

(5-Valves + Metal Rectifier)
For A.C. or D.C. Mains.

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MODEL R.G.23 ALL-ELECTRIC RADIO-GRAM (3 Valves + Metal Rectifier). *For A.C. or D.C. Mains.* Electrically-operated gramophone in polished walnut cabinet. Chassis as per Model M.23 above.

A.C. MODEL Reduced From 28 gns. to 23 gns.
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D.C. MODEL Reduced From 30 gns. to 25 gns.
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EKCO Works, Southend-on-Sea.
Please send me FREE illustrated literature of EKCO All-Electric Radio.

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MODEL R.G.25 ALL-ELECTRIC RADIO-GRAM (5-Valve-Super-het receiver + Metal Rectifier.) *For A.C. or D.C. Mains.* Electrically-operated gramophone in polished walnut cabinet. Chassis as per Model S.H.25 above.

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D.C. MODEL Reduced From 45 gns. to 39 gns.
(Or by 12 monthly payments of £3. 15. 3.)

MODEL C.25 ALL-ELECTRIC SUPER-HET CONSOLE. (5-valves + Metal Rectifier.) Polished walnut cabinet. *For A.C. or D.C. Mains.*
Reduced From 28 gns. to 21 gns.
(Or by 12 monthly payments of £2. 0. 6.)

Buy your set from an EKCO Dealer. He is qualified to install and demonstrate in your own home and to give you every advice, FREE OF CHARGE.

A Very Versatile SWINDLER

Greig presented himself with a reputation as a specialist in old brandy . . .

AN investigation we have just conducted at the instance of readers who have sought our advice about a concern known as the General Trading Co., of 4, Featherstone Buildings, High Holborn, London, W.1, has placed us in possession of some truly astounding information.

In the interests of our readers in particular and traders in general it is highly desirable that that information should be made public with all possible speed.

The General Trading Company is a business names registration of comparatively recent birth, but its notepaper is most impressive, and it is already cultivating trade relationships with numerous firms of standing and stability.

While its activities may be classed under the conveniently comprehensive heading of general merchants, it is showing particular interest at the moment in the wine and spirit trade.

Its ramifications are not confined to this country, but even extend to the Continent, where active endeavours are being made to induce firms to grant it credit terms.

And all this is being built up on a 5s. business names registration!

Man with a past

In spite of its very short trading life, the General Trading Co. has already been the subject of complaints from firms which have had unsatisfactory dealings with it in one way or another.

Apart from this, we have evidence that it is seeking investors, and one man was recently offered a post on condition he took a financial interest.

From what we have been able to discover about the individuals who control its destinies, we can assure him that he was wise to decline it.

According to the particulars lodged with the registration authorities, the principal of the General Trading Co. is a man named Smith.

But our own investigations satisfy us that the prime mover in this venture, who chooses to remain behind the scenes, is a certain Laurie Greig.

When we begin to look into this man's career a number of very interesting facts emerge.

This is far from being the first dubious commercial venture with which he has been associated, and the nature of his past activities has been such that his present desire for anonymity is very easy to understand.

Cat's-paw proprietor

Not long ago he was operating with the equally high-sounding title of Imperial Produce Company and using the alias of Kenneth Hutchinson.

This business was conducted from various addresses, one in Greyhound Road, Fulham, and another in Little Earl Street, Shaftesbury Avenue, London, W.C.

It is now in bankruptcy with numerous trade creditors clamouring for redress.

Greig likes to pass as a specialist in brandy and in the more expensive wines, but to some of his dupes he has represented himself as an accountant, with a Continental experience extending over a period of four years.

Another of his ventures which has brought nothing but disaster to creditors is the British Fancy Goods and Production Co., though, as in his latest enterprise, he elected to let another man pass as the registered proprietor while he himself remained well behind the scenes.

He also had quite a lot to do with a bogus business run in the name of "Bradleys," in which all sorts of sports accessories, leather and fancy goods were obtained on credit from firms which were left to whistle for their money.

All these questionable ventures have been run within the last twelve months, but they by no means exhaust the extent of Laurie Greig's real activities.

He has been known to the police for years as a persistent and versatile rogue.

The realms of questionable commerce provide only one field of his endeavours. A few years ago he was operating in a very different sphere and was concerned with two other men in raising money for charity. This he did in the name of the National Hospital Aid Society, a purely bogus concern that was quite unworthy of support, but was so well named that no one at first doubted its standing.

Hospitals robbed

Part of the campaign followed by Greig and his associates consisted of addressing theatre audiences with the permission of the managements and then taking up collections.

On occasion they even masqueraded as medical students when making collections and thus won generous public support.

The money subscribed never reached the hospitals, and for his part in this shameful scheme Greig was sentenced at the Old Bailey to twelve months' imprisonment, his two accomplices receiving lesser terms.

He has several other prison sentences to his discredit, among them a term of five years' penal servitude for a forgery, the cleverness of which was commented upon at the time by the judge who tried him.

Such, then, is part of the record of the man now actively controlling the ambitious General Trading Company from behind the scenes.

A full catalogue of his achievements would take more space than we can spare, but we think enough has been said to show that any overtures from the General Trading Company should be shunned.

"BAD HAT" from MEDICINE HAT

THERE are a lot of things the Empire sends us which we like, and want. There are others, like grafters and sneak-thieves, which we don't want.

An example of this latter kind of Empire product is a Canadian "con-man," Edward Van Nirop by name, who is at present over here reaping a rich harvest by robbing English householders.

Since his methods are nearly always the same, a description of his latest exploit will be sufficient to warn the public against him.

A short time ago, Van Nirop called on a large firm of estate agents in Willesden Green, London. He gave the name of Halliday, one of his many aliases, and announced that he wished to buy a house in the district. He said he was prepared to pay the full price cash down for it.

Van Nirop's demeanour was impressive. Stockily built and dark-skinned, he was very smartly dressed; and though he is very short he makes up in manner what he lacks in inches.

The agent made out a list of between twenty and thirty properties, and, since cash buyers of houses are rare, he himself decided to take this good customer round.

* * *

Quite early in their tour, Van Nirop made it clear that he was only interested in viewing houses which were in occupation.

Each of these was thoroughly "viewed," the inspection extending, however, only to the bedrooms and living-rooms. In each of them, too, Van Nirop was anxious to know whether there was a telephone, and evinced particular interest in the room where the instrument was installed.

After seeing a considerable number of houses, Van Nirop told the agent that his final choice lay between three, and that he would call at these addresses again with his wife the same afternoon and make a final decision.

He had previously ascertained that the agent would be engaged during certain hours that afternoon and expressed his regret that the only time available for his wife's visit was during those hours.

He assured the agent that he could manage quite well by himself, and that he would call with his wife at the estate office later, after their choice had been made.

Van Nirop never arrived to keep this appointment.

* * *

Instead, he spent the afternoon in making a quick haul at a house he had marked down during his morning tour.

To the householder, an elderly woman, he said that her house had impressed him more than any other he had seen during the morning's inspection. But, first, he wished to speak to his solicitor. Could he use the telephone?

She led the way to the best bedroom where the telephone was placed, and left him there alone, to speak in privacy to his "legal adviser." After a few minutes' interval he came down and told her that "the deal had been put through," and that she could tell the agents accordingly.

The woman's pleasure at this announcement was short-lived, for she found that her bedroom had been ransacked and everything of value taken. Most of the stolen property had gone, no doubt, into the capacious pockets of Van Nirop's expensive overcoat. Other articles had possibly been crammed into three valuable handbags which were missing, together with a considerable amount of money, in notes and cash, which had been kept in one of the drawers of a dressing-table.

* * *

She lost no time in getting on to the agents and the Willesden police. It was then discovered that all the personal addresses given by Van Nirop to the agents were false.

Further police enquiries have disclosed that Van Nirop is a notorious international crook, who does not hesitate to stoop to the meanest forms of petty graft.

He is "wanted" for a series of thefts and frauds in many places throughout the country.

Under the name of "Saunders," another of his aliases, he has recently been working Bristol and Leicester until those have become too hot to hold him.

* * *

He is known to have travelled extensively in Canada, and at one time resided in Medicine Hat. The Canadian authorities are not anxious to have him back.

Scotland Yard officials have reason to believe that Van Nirop is still in London planning further coups.

We hope, therefore, that estate agents and those of our readers having houses to sell will keep an eye open for this quick-working crook with the grand manner and taking ways.

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A WARM LIGHT AND SNUG-FITTING GARMENT from a famous Leicestershire firm. Made by trade union labour. V neck—no sleeves. In grey, blue and fawn.

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IT WON'T TAKE TEN YEARS to get the unemployed back to work if you take advantage of this stupendous offer.

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SOCKS · · 25 2d. Packet Fronts
Full-length all-wool socks. British made with very comfortable but long-wearing ribbed knit. Black, Navy, Army Grey, or Heather. Sizes 10", 10½" or 11".

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(Each 4d. Carton contains 2 packet fronts).

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TITLED DECOYS *of* Finance

Weekly Informations
from
MAJOR-GENERAL
Sir Wyndham CHILDS

THE case of Sir Logie Elphinstone, of Glack, just disposed of at the Old Bailey by Judge Whiteley, should give both the investing public and guinea-pig company directors something to think about.

As my readers are well aware, I have often had hard words to say about titled decoys who lend their names and prestige to company ventures without discrimination; and I think I am right in saying that Sir Logie in particular has figured in at least four criticisms in these pages.

Do not imagine that I want to gloat in any way over a fallen man. Such is not the purpose of this article. What I want to do is to drive home the fact that the time has come when the whole scandal of guinea-pig directors must be seriously reviewed.

Sir Logie had been found guilty of conspiring to defraud potential shareholders in the National Match Company, Ltd., which the prosecution alleged was formed simply to unload worthless shares on the public.

Bait!

The judge gave heed to the jury's recommendation to mercy and also to the fact that Sir Logie received none of the money which had been obtained from the public by the sale of shares.

He was bound over for two years on his undertaking to "keep away from the City altogether."

"The public," the judge told Sir Logie, "must be protected from persons like yourself, who lend your title, and naturally people have confidence when they see persons in your social position are directors of a company. You admit that you have no qualifications for being a director other than your title."

With most of this I agree, but I venture, with respect, to dissociate myself from the opinion expressed by the judge that a title is a "qualification" for being a director.

That a title influences the public to invest in a company is undoubted, and it is a sad fact that so many companies of doubtful financial status are supported on their boards by persons whose lives have been honourable and valuable.

The investing public, I fear, is slow in learning its lessons, but let them pause now and review this case in their minds. And, having done so, let them be on their guard in the future.

To all investors I would say: When you receive a prospectus, don't let your eyes be blinded by the glitter of titled names.

Golden rule

And don't be misled by spectacular achievements which may have fallen to directors in other fields.

There is but one rule by which you should be guided. Go to the nearest public library, look through the "Directory of Directors" and find out exactly what business experience the directors possess.

You will thus find all the information necessary to enable you to decide whether they are fitted for the responsible duties they have assumed.

Of course, all titled decoys must not be considered as being tarred with the same brush. Speaking generally, they fall into two distinct classes, fraudulent guinea-pigs such as Sir Logie Elphinstone, and those who are just careless or stupid.

But both are dangerous to the unwary investor.

What is it, you may ask, that drives honourable men in the latter years of their lives to accept positions for which they have no real qualifications?

What is it that forces them to convince themselves that they are justified in lending their names to a prospectus which they cannot possibly understand?

Sir Logie Elphinstone, of Glack: "The public must be protected from persons like yourself," the judge told him

I am afraid that the sources from which guinea-pigs are recruited are many.

Poverty, the direct result of excessive taxation, must be held responsible for a great deal.

Men of standing, advanced in years and unable to earn a living in any other walk of life, have seen their properties dissipated under the crushing blows of death duties. They have seen their farms made derelict, with no one to till the ground except the unfortunate owner, who has not the money to do it.

They have seen old servants and retainers discharged and on the "dole" or on the rates; their sons half-commission touts "somewhere in the City"; their daughters mannequins, shop girls or companions, and their wives reduced to "running" a corner of an ancestral home.

Cats'-paws

Men reduced to such straits feel that something has to be done and money earned somehow. And it is from their ranks that guinea-pig directors are largely recruited.

Through inexperience they are but clay in the hands of the plausible and cunning company promoter. They are made to sign documents which are quite beyond their comprehension and their names are freely used to win the confidence of investors.

When they have served their purpose and a ramp has been carried through, the promoters pass on to fresh fields of financial adventure and new guinea-pigs are recruited.

There is another source of supply of these "sleeping directors," and that is the public servant who, after years of faithful service to the State, has retired on a pension totally inadequate to support him and his household.

He may be covered with Orders, decorations, and knighthoods; he may have been a sailor, a soldier, or a Civil Servant, but the fact remains that his profession was not one where money could be made or saved.

One only has to observe the value of the estate of such men whose pensions die with them—a few hundred pounds—and with nothing for the widow to live upon.

It is a glowing tribute to the integrity of our Civil Service that men who could, if they had improperly used their positions, have made large sums of money, often die penniless.

There is yet another class of recruit, and that is the retired officer.

I know of many cases where men have been invited by some plausible scoundrel to commute their pensions in order to find the necessary money to purchase qualifying shares sufficient to entitle them to receive fees as directors of companies.

And in most cases those companies have gone smash, leaving the director dupes with nothing but bitter reflections and a sadly reduced bank balance.

To those few guinea-pig directors who are more sinned against than sinning let me offer these few words of counsel:

Remember that if you accept a seat on the board of a "dud" company, you will never get a seat on the board of a good one.

Suggestions

If the company is a new venture, be guided by expert advice before you touch it, and remember that under the new company laws all directors, broadly speaking, are responsible for any prospectus which may be issued.

If the prospectus is fraudulent, it means the dock. If it is misleading, it means an action at law in which you may find that you will have to pay heavy damages.

Finally, let me say this: Numerous suggestions have been put forward in the past for framing regulations to curb the indiscriminate use of titled or influential "dummies" on boards of directors.

It has been urged, for instance, that all company directors should be licensed, there being certain necessary qualifications, rigid enough to exclude the inexperienced, but offering no obstruction to genuine business men.

This idea, or something similar, might well be adopted, and I hope that, now the case of Sir Logie Elphinstone has brought this scandal forcibly to the public notice, something will be done.

The Human Machine

Museums *and* Dustbins

EVERY thinking person should include a large-size dustbin among his mental equipment: and he should see to it that it is filled regularly and emptied just as often.

Without a dustbin at the back door, no house would be tidy for long; and no mind is worth owning that allows litter to lie about and accumulate.

Into a mental dustbin should go, without any regrets, all those beliefs that experience has shown to be fallacies—all those thoughts that are designed to be harmful; all the memories that are painful and productive of nothing but regrets; all those superstitious fancies that are based on nothing more solid than gossip and old wives' tales.

Prejudices, foolish habits, outworn traditions—they're all so much junk. Into the dustbin with them; make room for something worth while.

Quite a lot of people seem to take a delight in installing and maintaining mental museums instead of mental dustbins, and they fill these museums with curious relics of bygone days—mummified thoughts, fossilised ideas and half-baked facts. They spend an inordinate amount of time worshipping their collections of antiques when they should be out and about learning new things, gaining fresh experience and creating new thoughts.

It is people like these of whom it was recently said: "Most men stop learning before they are forty years of age. They have no interest in knowledge. Mentally they die before their lives are half over."

There is no reason for it except laziness. The mind does not grow old as the body does—unless you let it. And the way to keep the mind young is continually to throw out useless junk and restock it with new ideas.

Dustbins may not be as interesting as museums—but they are much more useful.

The GREAT FRIGH

—It Has Brought Us 13 Years Nearer Wa

The Premier and Sir John Simon left for Geneva last Thursday "to save the Disarmament Conference." In other words, to save the great nations from the Great Fright—their fear to disarm, which, for thirteen years, has kept the world safe for WAR

THIS is the story of the Great Disillusion; the story of how a great ideal and a great enterprise has been defeated—at least for the moment—by stubborn resistance and by every device of obstruction.

When the Great War ended, the world was convinced not only that this must be the last war, but that there must be an end to those great armaments which had not ensured peace but had brought war.

"Adequate guarantees," said the fourth of the late President Wilson's famous Fourteen Points, which aimed at ridding the world of war, "must be given and taken that national armaments will be reduced to the lowest point consistent with domestic safety."

It was written into the Covenant of the League of Nations that there should be disarmament; it was written into the Treaty of Versailles that Germany was disarmed "in order to render possible the initiation of a general limitation of the armaments of all nations."

It was solemnly declared by the Allies that disarmament "will be one of the first duties of the League of Nations."

Talk—and action

The first Assembly of the League met and set up a Commission to study the matter.

That was at the end of 1920. But while the Commission was talking, the United States (outside the League) acted.

They called the Washington Conference together and proposed—the swift courage of it secured assent—a big scrapping of battleships, an agreement to build no more for ten years.

Thirty American "capital ships," built or building, were scrapped, 23 British, 16 Japanese.

The British and American battle fleets were reduced to 15 capital ships apiece, the Japanese to 9. France and Italy were given a smaller tonnage still.

Within its restricted sphere Washington was a great achievement. It did reduce armaments, it did stop competition, it did fix limitations.

And it aroused big hopes that the League of Nations would complete the work by securing the same sort of thing on land and sea.

But it was not until after the Locarno Conference that the League Council set up a Preparatory Commission to prepare for a World Disarmament Conference.

Five years had been wasted. The drive had gone. The war was receding into the past. There was a new lethargy: a cautious hesitation about doing anything at all.

The only chance of success was a bold lead, such as the Americans had given at Washington.

Instead, the experts of the Preparatory Commission, when they met in 1926, settled down to debate such metaphysical questions as "What is to be understood by the expression 'armaments'?" and "Can there be said to be offensive and defensive armaments?"

Obviously such debating society points could be quite easily discussed for years. And they were.

Obviously if the opponents of disarmament could strangle any proposal in the network of such problems they could strangle it quite easily. And they did.

For five years the Preparatory Commission and its sub-committees discussed and debated and produced reports.

They found incredible subtleties to examine. Solemnly at one moment a Committee debated whether the size of a country's potato crop must be reckoned a factor in calculating its military strength!

For five years it went on, raising points, discussing them, evading them, resuming them. Everybody got bored, disgusted, irritated. Every now and again the Germans protested that the Commission had forgotten its real task. Occasionally they threatened to leave Geneva.

Five wasted years

Out of those tangled, dreary and heartbreaking years of "preparation" three things really emerged quite clearly:—

(1) France would not agree to any reduction of land armaments unless she got new and firm guarantees of "security"—pledges of armed assistance in case of war.

(2) Germany would not agree to any Convention that did not give her full "equality of status" and release her from the one-sided disarmament of Versailles.

(3) Expert ingenuity unless firmly overridden would strangle any and every proposal by inventing difficulty after difficulty of detail.

But though everybody knew these things at heart, everybody proceeded to ignore them.

The Commission did at last get a draft treaty prepared; the date for the Conference was fixed as February, 1932. Mr. Arthur Henderson was chosen by the League Council as President.

Of all the five years of preparation the sole outcome was a "Draft Convention."

It was a mere skeleton. It provided, for example, that the armed forces of each country should not "exceed the figure laid down in the coresponding column of the annexed tables."

But the "tables" were blank. There were no figures. Nor has there ever been any attempt to insert them. For a few weeks after the Conference met, the Draft Convention was laid aside and forgotten.

The whole "work" of those five years was just a waste of time. For all the "preparation" achieved, the Conference might just as well have met in 1926—or in 1921.

Years had been wasted. Except for the Washington Agreement and the London Naval Agreement which followed in 1930, nothing whatever had been done when the Conference did meet in February, 1932.

The London Agreement was the sequel and the complement of the Washington Agreement. The latter had reduced and limited the number and size of "capital ships." It had done nothing about cruisers, destroyers and submarines.

Quarrels of experts turned a new Conference in 1927 into a calamitous failure.

But the situation was saved two years later when Mr. Hoover, then the newly elected President of the United States, and Mr. MacDonald, who had newly become the British Premier, got together. And at the London Conference the experts were never allowed to override the statesmen.

Japan fell into line, after some grumbling. And the three biggest Naval Powers agreed on a drastic limitation for five years of their tonnage in (a) heavy cruisers, (b) light cruisers, (c) destroyers, and (d) submarines.

Also the Washington Agreement was continued for five years more.

So far so good. It was the second big achievement in real disarmament.

But there was a big difference between the Washington and London Agreements. Neither France nor Italy signed the latter. France demanded "security" guarantees, which neither Britain nor America could give. Italy demanded a "parity" with France, which France declined to concede.

This, then, was the situation when in February, 1932, the Disarmament Conference met in Geneva.

Thirteen years had passed since the nations had pledged themselves to reduce national armaments to "the lowest point consistent with national safety."

At sea there had been a real limitation, and a real, if inadequate, reduction by the chief Powers; but the work was still incomplete.

On land nothing had been done. The armies of Europe (apart from the disarmed ex-enemy States) were stronger than ever, both in men and in weapons.

In the air there were great armed forces which before the war had not existed at all.

All this in spite of the new security given by the League Covenant, the Kellogg Pact, the Locarno Agreements, and a whole host of treaties of non-aggression, arbitration and conciliation.

It was clear that, if anything were

Mr. Henderson as President of the Disarmament Conference last year. He was "profoundly disappointed" at the end of that year. To-day the fears and suspicions which breed war are rampant again . . .

They responded with tremendous applause to the Conference President's dramatic plea. But their enthusiasm quickly evaporated into quibbling apathy . . .

to be achieved, a supreme effort must be made. The big obstacles must be boldly faced. The Disarmament Conference must not drift, as the Preparatory Commission had drifted, into a tangle of complicated technical discussions.

For a moment it seemed as if this might happen.

Tragic quibbling

There was tremendous applause at the opening session, when Mr. Henderson called for a "substantial reduction and limitation of all national armaments."

There was a deep impression when three days later the great world petition, with its 8,000,000 signatures, was presented to the Conference.

In a fortnight's general debate delegate after delegate urged drastic reduction. There was an atmosphere of enthusiasm.

Then the Commission got to work. And at once the atmosphere changed. Instead of enthusiasm, there was obstruction, quibbling, delay.

The Land Commission spent days debating whether or not it should discuss the meaning of the word "effective." The Sea and Air Commissions frittered time away in similar fatuities. And the Conference adjourned for Easter with all enthusiasm evaporated.

When it came back a new hare was started. All the ideas of the Draft Convention were dropped. Sir John Simon, our Foreign Secretary, urged that the only way was to concentrate on "qualitative disarmament"—prohibiting or limiting the use of certain weapons as "offensive."

The Conference went off in full cry, passed a vague resolution, handed the job to the Commissions.

The experts settled down again; came back at the end of a month or so to report that they had not been able to agree that any weapon was particularly "offensive." Some said one, others another; but there was none on which all agreed.

So the second phase ended in disillusion.

Then suddenly came a new chance. The "Hoover plan" was launched. America proposed a rough cut of one-third in all armies, navies and air forces.

There was a storm of public enthusiasm. Here at last was a real suggestion of disarmament.

German storm

But the Conference itself was chilly. Sir John Simon coldly welcomed the plan as an "interesting idea." The French began talking about security again. Counter-proposals were hurriedly prepared to confuse the issue.

The Hoover plan was smothered in Commissions and conversations.

Six months had gone. Nothing had been achieved, though the Conference, before packing up for the holidays, proceeded to pass a resolution that tried to conceal the fact.

And then the German storm burst.

Two or three times the Germans had tried to get their "equality" claim discussed. Each time they had been hastily hushed by assurances. But now they announced that they would leave the Conference until they got a firm promise of equality.

That was at the end of July. It took five months of long-drawn-out and rather clumsy negotiation before a formula was found that brought them sulkily back.

Meanwhile the Conference Bureau met and talked interminably about preventing preparation for chemical warfare; until, as usual, the experts said it was impossible to do anything.

"Profoundly disappointing" was Mr. Henderson's blunt summary of the situation at the birthday meeting of the Conference.

That birthday meeting was spent chasing yet another hare: the new "French plan," produced by M. Paul Boncour. The German Nadolny, the Italian Aloisi harried it mercilessly.

A week later the "British programme" held the field. "Unless substantial decisions are reached within the next few weeks the prospects must grow steadily darker," said Mr. Eden, our Under-Secretary for Foreign Affairs, when introducing it.

But the Conference merely settled down cheerfully to wrangle over questions of procedure, to pass resolutions carefully designed to mean nothing at all, and to hand over to new committees problems that had been argued about (but never solved) by old committees a year before.

Anything but decisions, anything but action, anything but disarmament.

And over it all the shadow of those two great difficulties that should have been faced boldly long before.

"No disarmament without new security treaties," said the French at every possible moment—as they have been saying for thirteen years.

"Equality. You disarm, or we re-arm," hinted the Germans at every possible moment, as they had been hinting for thirteen years.

And the Conference struggled lamely on through the tangles in which it had got itself involved since the beginning.

And now—what?

Last week the "Effectives Committee" began to discuss the meaning of the word "effective." It is the very question which the "Land Committee" began to discuss last March. It is the very question which the "Preparatory Commission" began to discuss in 1926.

That is the story of the Conference in a nutshell.

And this is the end of the high ideals, the brave promises, the long years of preparatory work.

But it is the beginning of—Heaven knows what.

How to prevent your dog
CONTINUALLY
SCRATCHING

WHEN a dog scratches himself he is suffering acute pain. His only purpose in scratching is to find relief from the intense irritation under his skin, caused by food impurities collecting in his blood. As your dog's skin is non-porous he cannot rid himself of these impurities by perspiring, but must wait until you provide him with a blood corrective.

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Yours truly, (Mrs.) B. W., Putney.

◆ ◆ ◆

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"JOHN BULL" READER'S STORIES—27

TRAPPED in a CITY of DEATH

MOST people know Rio de Janeiro as a city of beauty. I remember it only as a city of death, for I had the misfortune, as a young man, to spend the grimmest week of my life there.

I don't suppose there are many readers of JOHN BULL who have known what it is to be caught in the thick of a revolution.

That is what happened to me, and the experience is not one I should care to repeat.

In fact, it may truthfully be described as a living nightmare, and even after a lapse of years I can still conjure up mental pictures which make me shudder.

It was in 1910 that I found myself stranded in Rio, and fate decreed that my first visit to this wonder city should coincide with a revolt among the seamen of the Brazilian Navy.

I had arrived in South America as assistant engineer in a rusted old tub of less than 140 tons, which, rescued from the broker's yard by a cheap-jack shipping adventurer, had proved a bag of trouble from the hour we dropped the pilot off Gravesend.

Twice we were prevented from sailing under the British flag, but eventually got her away By day and night we manned the pumps in strenuous efforts to keep her afloat, and I put in as many hours patching her 24 horse-power engines as they were working.

Safe at last in Rio, the crew of half a dozen of us were turned adrift with a few shillings only by way of wages; yet quite happy in the thought that we had come through alive and well.

Desiring nothing so much as peace and quiet, I found my way to a cheap hotel which catered for foreign sailors. "Now for a well-earned rest," I thought, but I was being a little too premature!

I WAS too relieved to notice the uneasy tension apparent overnight, which ended somewhat abruptly in a sudden thunder of gunfire from the warships at anchor in the bay towards the morning.

Sleeping in a room with seven other seamen of various nationalities, I was roused suddenly as I heard a shell go screaming overhead, followed by another, and another.

I instantly switched one leg from under the clothing even as the shells burst—but, too late. The hotel shook, the walls rocked, and the man who was sitting up in the bed next to mine disappeared through a hole in the floor!

The plaster came from the ceiling in a deluge of dust and bits of stick, and when I looked up I saw that the building was roofless.

So much for peace and quiet! So much for my well-earned rest!

Clad in my undergarments as I was, I scrambled over the *débris* into the street, fighting my way through the jabbering crowd down the staircase. I was soon among the cosmopolitan gathering in the narrow thoroughfare.

The night air was warm, and hurrying hither and thither were men wearing only a brief pair of shorts, women in night attire, and children practically naked.

Somewhere at the back a building was on fire, and overhead the shells sped shrieking on their errands of destruction. Negro mammas with their piccaninnies, Indian women and half-breeds, were chattering and yelling.

Men demanded of one another in Portuguese, Spanish, German, and in every other language news of what was afoot.

And from among the shattered dwellings came the cries of the injured and the dying.

Rio by moonlight is one of the finest sights man ever set eyes on; and in the small hours of the morning, when the stars are twinkling in a purple dome, the harbour lights blinking, and the rollers tumbling on the reefs, it is breath-taking in its sheer beauty.

But many men, women and children died that night.

In the hour during which I crouched in a doorway, together with a woman wrapped in a blanket, a girl of less than twenty years wearing only a shawl, and two full-blooded negroes, I learned that the sailors manning the warships out there, led by a black petty officer, had rebelled.

Mercilessly, the mutineers shelled the town. Whether or not the gunners were sober I cannot say, but, obviously aiming at the Government buildings, many of the shells they fired fell short or went wide and exploded in the poorer quarters along the sea front.

During a lull I went back to the remains of the hotel in which I had been staying, and scrambled among the wreckage for my clothing. Dressing as best I could—in either my own or in somebody else's things—I went back to the harbour side.

I was alone and friendless in a foreign city, and all my thoughts were centred on getting away. But, even as I watched, the few cargo ships that were in port weighed anchor and put out to sea.

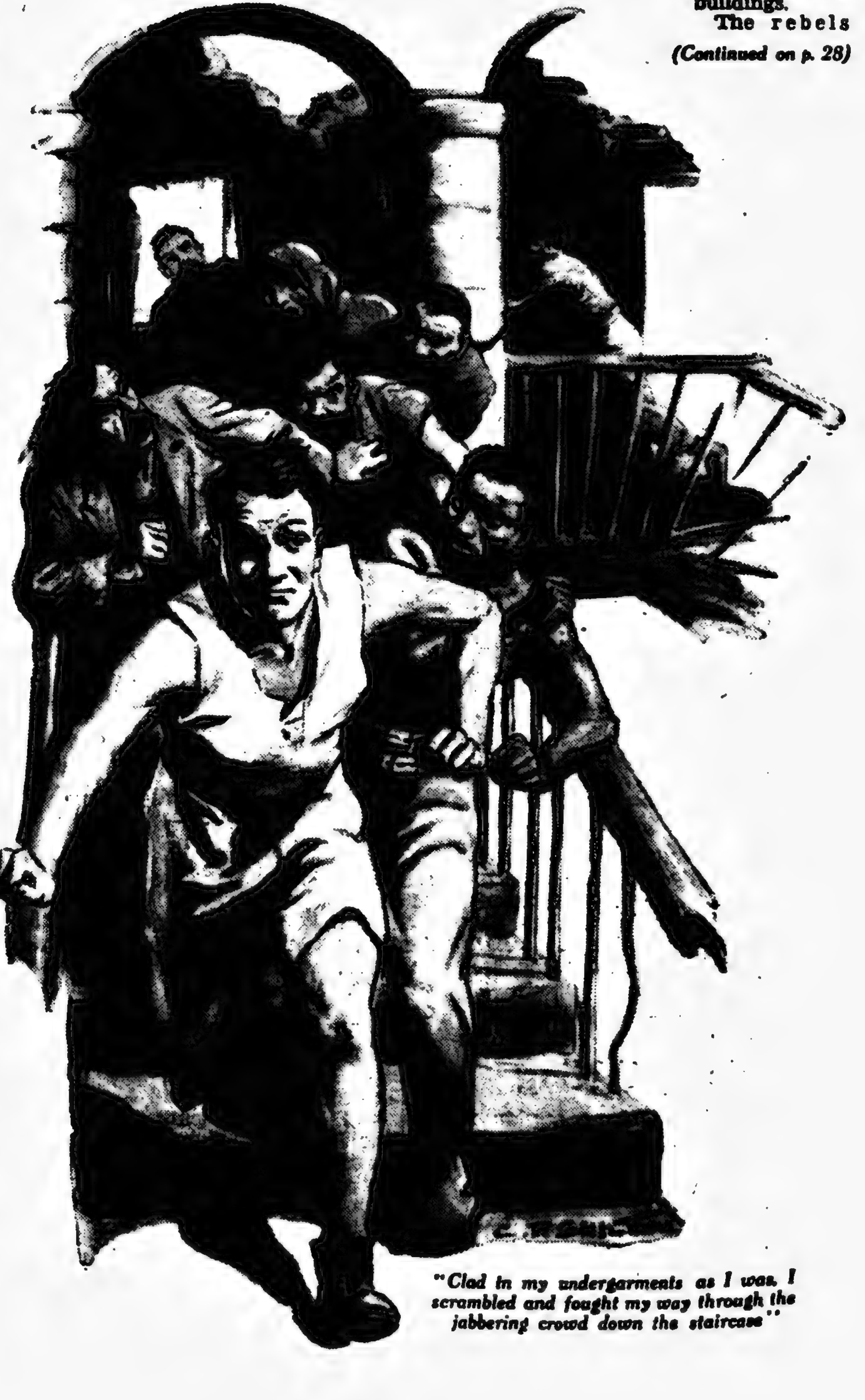
I was stopped and challenged several times before the dawn by men who wanted to know whether I was for the Republic or the Navy, but mindful of the probable result if I had answered contrary to expectations, and speaking in the Russian tongue, I told my questioners that I was a stranger.

I learned that the mutineers had hanged several of their officers from the yardarms of their ships. I saw a woman screaming in agony with a splinter of shell in her arm, and I saw a man moaning as he nursed a ghastly wound.

In the intermittent shelling, now heavy, then inconsistent, many hundreds of people were either killed or maimed. It was getting light when the official Brazilian troops marched down to the front and occupied the standing buildings.

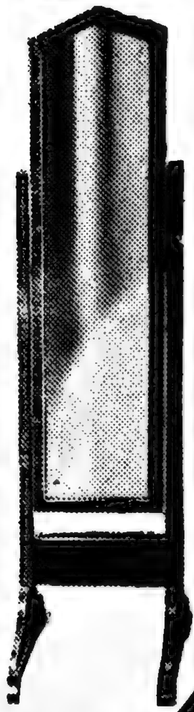
The rebels

(Continued on p. 28)

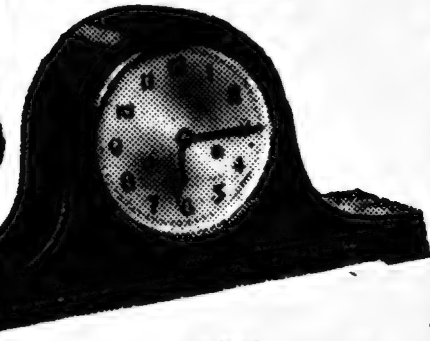


"Clad in my undergarments as I was, I scrambled and fought my way through the jabbering crowd down the staircase"

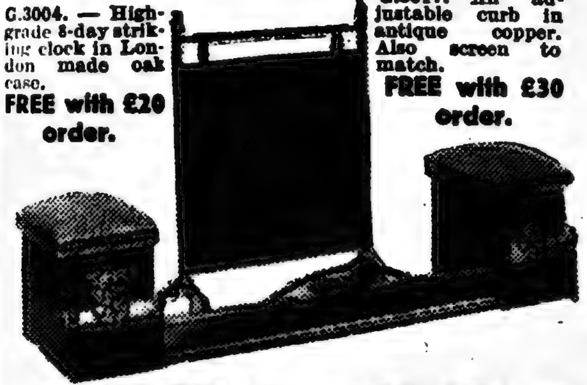
DRAGES EASTER FREE GIFTS



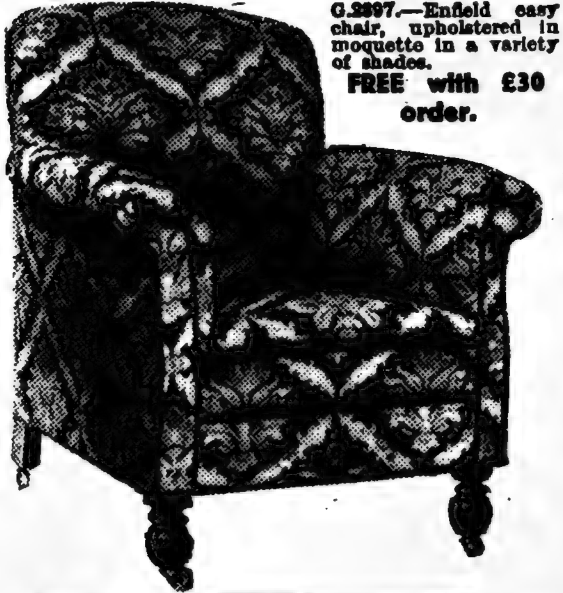
G.3010.—A walnut-framed cheval mirror.
FREE with £20 order.



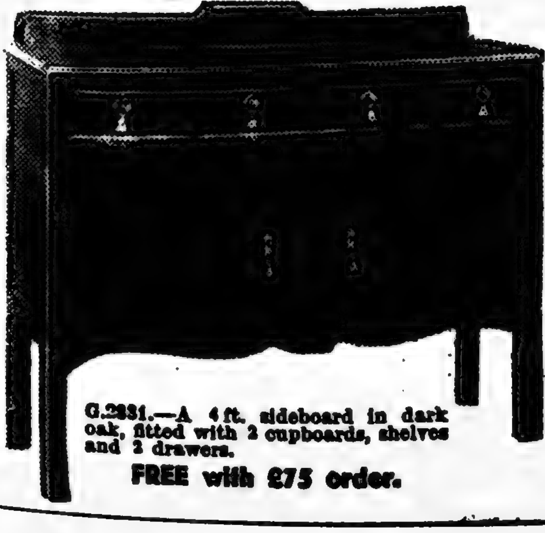
G.3004. — High-grade 8-day striking clock in London made oak case.
FREE with £20 order.



G.3017.—An adjustable curb in antique copper. Also screen to match.
FREE with £30 order.



G.2897.—Enfield easy chair, upholstered in moquette in a variety of shades.
FREE with £30 order.



G.2831.—A 4 ft. sideboard in dark oak, fitted with 2 cupboards, shelves and 2 drawers.
FREE with £75 order.

HERE are a few of the hundreds of gifts offered to customers placing orders *between now and Easter.* Drages Easter Gift Book, which will gladly be sent you free and post free, gives full particulars of this amazing offer.

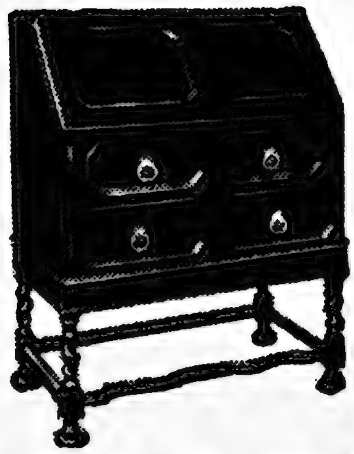
And with the Gift Scheme are included Drages Protection in case of illness or unemployment, a Free Fire and Life Policy and the famous 50 Pay Way terms for approved accounts. 50 Pay Way means 50 months to pay and no deposit, so that:

20/- now buys £50 worth of furniture.

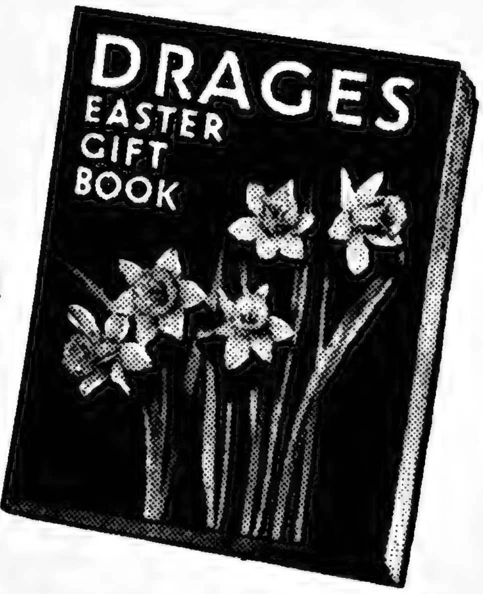
40/- now buys £100 worth of furniture.

80/- now buys £200 worth of furniture.

and all the furniture is delivered directly only the first instalment is paid.



G.2322.—Well designed bureau in dark oak finish. 2 ft. 9 in. wide, 3 ft. 6 in. high.
FREE with £50 order.



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Quaker Oats gives not only greater energy, but is also your best health assurance.

Therefore start every day with a nourishing breakfast of Quaker Oats.

The absolute purity of Quaker Oats makes it completely digestible, promoting "regular habits" and providing ample nourishment without creating superfluous fat.

Quaker Oats is milled from the world's finest oats, grown and ripened under sunny skies, and then roasted by a special process.

Imitations of Quaker Oats sometimes look the same, but they never taste the same. For flavour, nourishment and economy, Quaker Oats is in a superior class of its own; those who have used Quaker Oats know this—a trial packet will convince you.

Quaker Oats

Two kinds—Quaker Oats and Quick Quaker

MADE IN CANADA
Quaker Oats Ltd., London

"TRAPPED *in a* CITY *of* DEATH"

continued from page 26

were by this time signalling demanding the unconditional surrender of the city, to which the artillerymen in the forts replied with a round of shrapnel.

The officers in command of the loyal forces, however, were unable to use their guns effectively lest they sank their own battleships. For the moment, the negro dictator and his henchmen were in command of the situation.

I sought around for something to eat, but was unsuccessful. I was frequently challenged by the soldiery, but managed always to evade trouble by assuming complete ignorance of the native tongue. I had frequent narrow escapes from falling shells, and I don't mind confessing that I was pretty badly scared.

A complete stranger in the city, I had no idea where to go or what was the safest thing to do.

All the shops remained closed, and twice that morning vessels that came within sight turned away when their captains saw what was going on. The rebels shelled the main thoroughfares, and scored many hits here and there. Yet I simply couldn't remain still. I tramped on desperately hoping that my luck would hold.

A feature of the gunnery practised was that one never knew where the next salvo of shells was going to drop. Towards mid-day I joined a party of stretcher-bearers clearing the dead and wounded from the streets. And, strangely enough, with this task to occupy me, much of my fear for my personal safety abated.

MY ignorance of the language was a handicap, for I was unable to learn much about anything. I was penniless, and was quite unable to discover the few possessions I had left at the hotel.

The President and his Ministers, with all the Embassy staffs, moved to St. Pedro, upon seeing which the mutineers opened fire with redoubled energy, so that the shells, bursting among the people, wrought terrible havoc.

Martial law was proclaimed, and with the remainder of the men collected from the waterside taverns and lodging-houses, I was kept busy.

I had more than my fill of thrills, I can tell you. One man who stood near me was blown to smithereens, and another was shot through the shoulder by a sniper in a house. It was early discovered that the rebels had sympathisers ashore, and the street fighting that took place was extremely bitter.

More than bitter, it was treacherous, for one never knew from whence came the shot that killed this man or that. The fact that there were rebels ashore made it all the more difficult for me. I would gladly have been back braving the perils of the deep in that leaky old tub I had left with such relief.

There were many foreign seamen in the Brazilian Navy of those days, few of whom spoke more than a smattering of the official language; therefore, I was constantly under suspicion.

THAT difficulty I solved by working unselfishly to succour the injured, at the same time earning myself a portion of the black beans and *faline* served out by the Federal troops.

The revolt lasted a week—the most tense and exciting week of my life! Then the mutineers, without food and short of ammunition, surrendered, with the result that the leaders were hanged without ceremony or delay.

But still no ships called in port, and even if they had done I was without papers or passport. Destitute and without hope, I got a job with a third-rate American circus which was touring the country with performing lions and a troupe of half-starved acrobats.

But on arriving at St. Paulo, it was found that another revolution was breaking out there, so we moved on to Meine, where the circus broke up, and the artistes and animals were left to their own devices.

I had seen enough of revolutions, so from the wreckage I salved a revolver and a horse, and rode until the latter broke down, when I sold it for about £6.

WHEN that was gone, I jumped a train for Rio, and managed to ride within a hundred miles of the city, where I heard order had been restored.

When the brakesman pushed me off the train, I found myself in the wilds. I slept in trees at night and walked by calculation towards the East by day.

After five days' tramping, I reached Rio once again, and was luckily able to sell the pistol for enough money to clothe myself properly. That accomplished, I found a vessel sailing for Europe, and managed to secure a berth.

I have had many ups and downs since then, but no subsequent experience has furnished so many thrills as that hectic month in South America.

NEXT WEEK:—*Would you help a murderer to escape? Fortunately, most of us are never called upon to make such a decision, but next week a reader tells of the part he played in rendering assistance to a hunted man.*

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelope "Slips."

BELFAST NEWS-LETTER:—"In the French provinces wild BOAS have been driven down from the mountains."

BURNLEY NEWS:—"They are the only two IMPATIENTS at the Burnley Victoria Hospital."

SOUTH WALES ARGUS:—"Sale, FUR COT, good condition, £2."

EVENING WORLD:—"Snell BIT the bar with the kick."

NORTHERN DESPATCH:—"A south-westerly wind reached gale force at many places in England last night, GUESTS sometimes reaching 60 miles per hour."

BRIGHTLINGSEA TIMES:—"A member who has from the commencement of the proceedings been busily SINGING cheque after cheque."

SURREY COUNTY HERALD:—"Sausages INHALED on cocktail sticks."

EDINBURGH AND LEITH OBSERVER:—"A veterinary student admitted having BEES under the influence of drink."

DAILY MAIL:—"The PAST is multiplying and has now made its appearance as far south as the Worcestershire boundary."

GLASGOW EVENING TIMES:—"'Our proposals will have far-reaching effects,' states the Reorganisation Commission for Milk, in its RETORT issued for publication to-day."

IRISH NEWS AND BELFAST MORNING NEWS:—"The only THREE persons in court were CAPTAIN ——, SIX policemen, the CLERK, and a REPORTER."

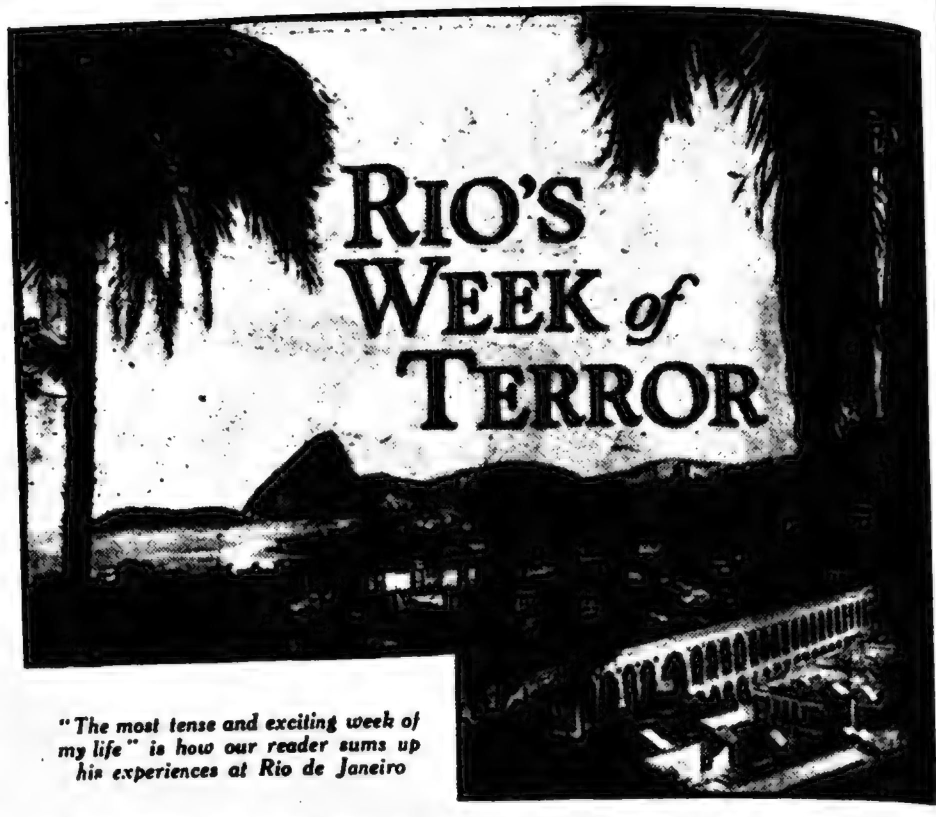
WEST LANCASHIRE EVENING GAZETTE:—"The Superintendent added that MR. —— was a very respectable WOMAN."

KINCARDINESHIRE OBSERVER:—"Famous Lauriston Castle, the policies, gardens, houses and cottages, and FARMERS are to be offered for sale."

SOMERSET COUNTY HERALD:—"Attractive Sale of Household Furniture, including Antique Grandfather CLERK."

MANCHESTER EVENING NEWS:—"In the honourable, Old, Bold, often TIRED, and never-failing corps, The Marines."

PAIGNTON NEWS:—"Paignton Male Voice Choir Quartette gave selections and contributed SONS."



RIO'S WEEK *of* TERROR

"The most tense and exciting week of my life" is how our reader sums up his experiences at Rio de Janeiro

"The Greatest of These—"

AN IMPOSSIBLE BUDGET

"This one keeps me alive"

"SOME mornings I haven't a ha'penny, and I think 'the children are coming back and need food.' I get desperate, and go and borrow a couple of shillings. Then that has to be paid back," said Joyce's mother.

Joyce's mother keeps so bright a face in spite of her hardships that it was almost startling when she said: "I do cry many a time when I am on my own. But kiddies keep you from doing a lot. This one," she added, indicating two-and-a-half-year-old Joyce, who is like a piece of quicksilver, "keeps me alive."

Her first husband was blown to pieces in 1916. Her daughter of this marriage contributes 15s. a week. There is another daughter who should be working, but is incapacitated owing to a weak heart.

Joyce's mother married her present husband ten years ago, thereby losing her pension. This husband, also an ex-Service man, is in hospital suffering from severe heart trouble. He has done no work for fifteen months, and will never, the doctor says, be able to work again.

Their three children—aged nine, seven and two-and-a-half—are in need of boots and bedclothes. The little chap, aged seven, was badly injured in a street accident two years ago.

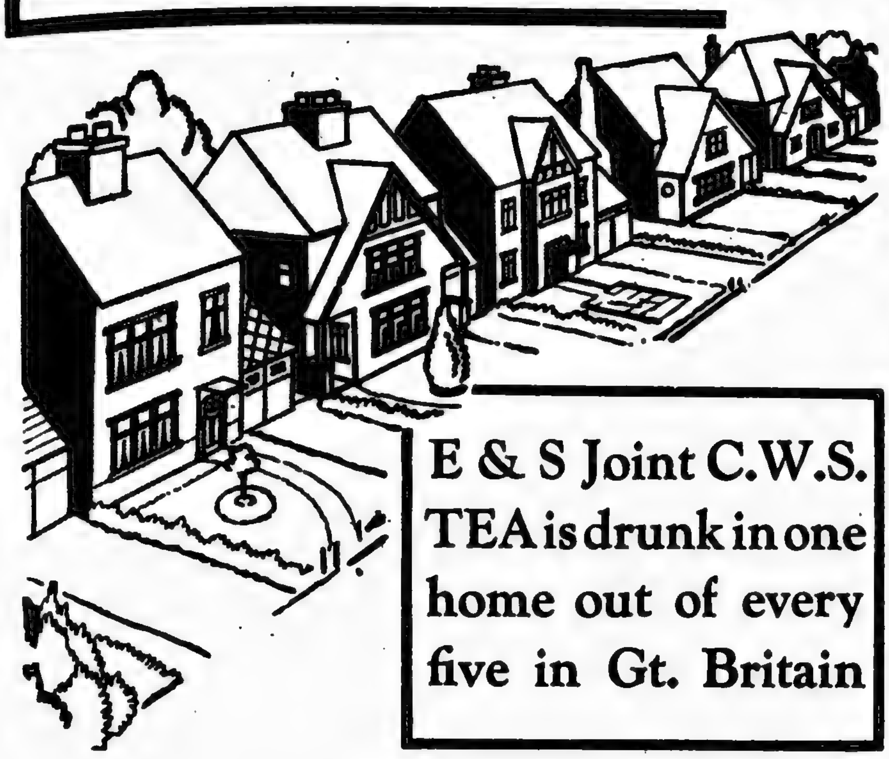
The husband's National Health Insurance amounting to 10s. 6d. a week covers the rent of their two rooms in a tenement house, damp at times with the steam which comes up from the wash-house below.

There remains £1 a week to provide everything for six people—three of them growing children.

The rent is behind, insurances, and clothes are waiting to be redeemed from pawn, because Joyce's mother cannot balance her budget.

That is why we place the family in the care of our readers, asking them to send donations, either earmarked for Joyce or sent to the fund generally, which should be addressed to The Hon. Secretary, JOHN BULL War Sufferers' Fund, 93 Long Acre, London, W.C.2, and will be acknowledged where names and addresses are given.

ONE HOUSEHOLD IN EVERY FIVE--



E & S Joint C.W.S. TEA is drunk in one home out of every five in Gt. Britain

Tea is nature's greatest boon to jaded, tired and overtaxed humanity. No other beverage in the world is so healthfully stimulating, so deliciously cheering. Drink plenty of tea, but make sure it is *your own* brand, produced by your own organisation and preferred before all others by one-fifth of this nation of discriminating tea drinkers. Remember, co-operation is open to all.

ENGLISH & SCOTTISH JOINT

C·W·S TEA

Drink it Always

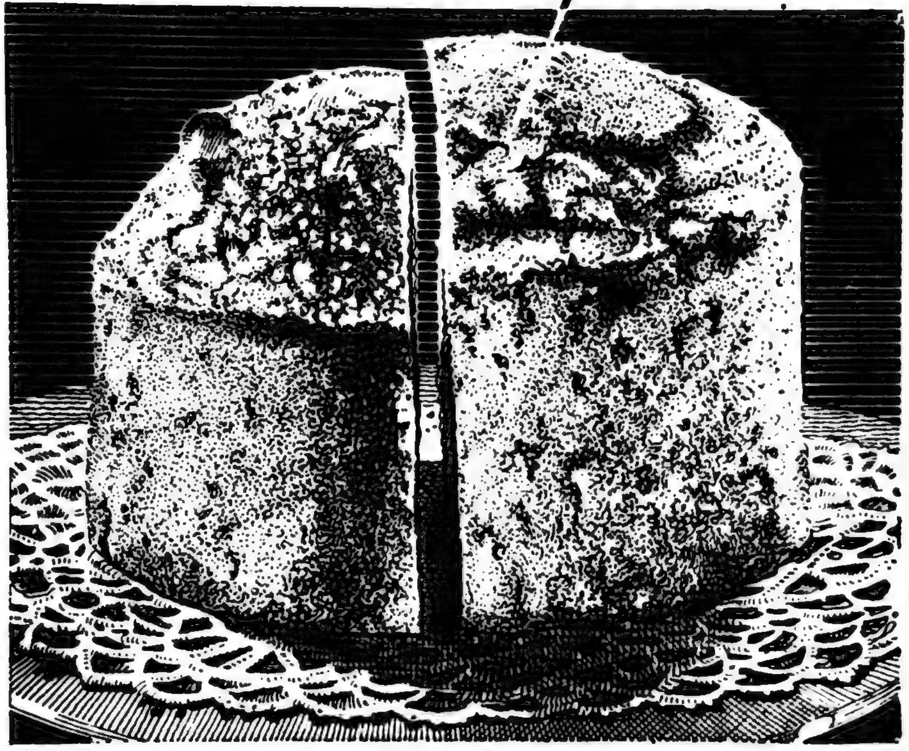
A range of blends for all tastes at prices to suit all pockets

OBTAINABLE FROM ALL CO-OPERATIVE SOCIETIES

Issued by the English & Scottish Joint Co-operative Wholesale Society, Ltd.

See the difference

YOU GET A BIGGER CAKE when you use TREX instead of butter or margarine. You will be delighted with the greatly increased 'rise'



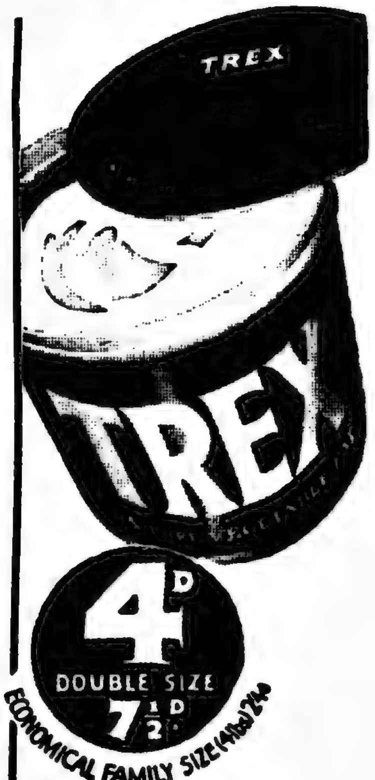
when you use TREX

As soon as you start to cream a cake with TREX, the new cooking fat, you'll see the difference. It creams so easily—so silkily. It makes a better-risen cake than you've ever made before—a lighter cake, a cake with a delightfully smooth, close texture.

TRY THIS RECIPE.

Take 3½ ozs. TREX, 4 ozs. sugar, 2 eggs, 4 ozs. flour, ½ teaspoonful baking powder, ½ teaspoonful salt, 1 tablespoonful milk, squeeze of lemon juice. Cream the TREX and sugar with a wooden spoon until they become a light snowy mass, and whilst still creaming add the well beaten eggs slowly. Now very gently stir in the mixed flour, salt, and baking powder and then the milk and lastly the lemon juice. Bake in a moderate oven.

TREX IS DEFINITELY MORE DIGESTIBLE than the usual cooking fats. That is why many people who have to avoid dishes containing fat find that they can eat them safely when TREX is used.



WOULD YOU LIKE A TREX COOKERY BOOK containing 100 really useful everyday recipes? Send 2d. in stamps to J. Bibby & Sons, Limited, Department W.15, King Edward Street, Liverpool. If you have any difficulty in obtaining TREX, write, to the manufacturers, giving name and address of your grocer.

TREX

TO COOK YOUR BEST—YOU MUST USE TREX

TREX IS MANUFACTURED BY J. BIBBY & SONS, LTD., LIVERPOOL

194 TOOTHPASTES REJECTED

BUT THE 195th . . .!

Every year—you might almost say every month—that goes by brings us some new record of scientific achievement. Somebody travels faster or flies higher than man has ever gone before. Somebody invents something that makes our cars or telephones or radio sets more efficient. Somebody discovers something which will add a little more to our comfort or well-being on this earth.

It has happened again within the last few weeks—with the bringing to perfection of the new Milton toothpaste. Here was a firm already famous for having produced a harmless and yet immensely powerful antiseptic fluid—known as Milton. Having provided the wearer of false teeth with a long-needed, scientific and simple way of cleansing them, the proprietors of Milton have now produced for the owners of natural teeth a greatly superior toothpaste.

It was not easy. Many good toothpastes already existed. But the Milton people knew that a better toothpaste than them all **could** be made. And so they set about it—through more than two years of ceaseless research. Scores of ingredients were tried and tested. No fewer than a hundred and ninety-four formulas were explored—and put aside. Then at last was found the one which satisfied even the most ambitious ideals which the makers set themselves.

Flavour—so delicious that you almost want to **eat** the toothpaste, leaving in your mouth and on your breath a spring-like freshness. Cleaning power—so marked that your teeth **in a few days** take on their original, and perhaps forgotten, sparkle (and **without** the use of any gritty or damaging ingredient!). A consistency—that penetrates to the deepest cranny of your teeth. The makers tell you frankly with every tube that there is none of the famous Milton fluid in this paste—and they tell you why.

Will you try Milton toothpaste? You will not only **like** it—its fine fresh, delicious taste—but you will be **grateful** for the wonders it works with your teeth.

This Dental Cream costs only sixpence for the ordinary-sized tube, and a shilling for the large one (more than double the size). Milton Dental Cream, in fact, is not only so much better —it's even cheaper.

A WORD TO ALL GOOD DAUGHTERS

Of course, mother is beginning to show her age. She knows the times are full of anxiety, and even little worries begin to tell more as one gets on in years.

But there's one simple thing you can do which any doctor will tell you is best for folk who are ageing.

And it is a pleasant way, too; one mother will like. Get her to take Wincarnis three times a day.

You will be amazed how soon you see the difference, how quickly she begins to pick up. The very first night she will have her best night's rest for years. And remember the good Wincarnis does is no mere temporary relief like a drug. There are no drugs in Wincarnis. It is just the finest of pure wine combined with the strengthening elements of beef and guaranteed vitamin malt extracts.

Try it yourself. We have over 20,000 recommendations from medical men who have proved how good Wincarnis is for neurasthenia, anæmia, debility and all run-down conditions.

SLEEPLESS NIGHTS THROUGH SICK STOMACH

Here's good news for the thousands who lie awake night after night with indigestion! A very eminent medical man, probably the greatest authority on stomach troubles, some time ago discovered an almost certain cure for acid stomach.

He published his formula to the profession, and doctors all over the country have proved its worth up to the hilt, even with things like gastric and duodenal ulcers. Ask your doctor. He's sure to know of Maclean Brand Powder.

Now, at last, you can get it ready packed at any chemist. Now you can end all your digestive troubles, stop the pain and discomfort, cure those sleepless nights.

But be sure to ask your chemist for the genuine Maclean Brand Stomach Powder under that exact name, with the signature "ALEX C. MACLEAN." It is not sold loose, but only in 1/3, 2/- and 5/- bottles, in cartons, of Powder or Tablets.

SEE the Other Sid

SINCE I became "Humanist" of this paper I have happily had far more bouquets than brickbats. Hundreds of readers have been good enough to send me appreciative letters for the advice I have given them. But now and again I receive one of the other sort.

Only to-day I had this experience:

A gentleman from Aberdeen has written to tell me, to use an Americanism, "where I get off." He refers to one of the problems dealt with on this page, and he says, "I could do better than Philip Inman with my eyes shut."

I am glad to hear it. I have never claimed infallibility either for my words or works. What I *do* claim is that I have dealt fearlessly, frankly and, above all, sincerely with the problems sent to me.

That my conduct of this page has been appreciated is clear, not only from the letters of thanks to which I have alluded, but from the fact that the problems submitted during the past year have increased over fourfold.

And there I will leave it—to return to my Aberdonian critic

The problem to which he refers is that of a young man who wrote to say he was receiving 15s. 3d. a week transitional benefit, and that he had been offered a job as a house-to-house canvasser on commission amounting to 33⅓ per cent.

NOW this Aberdonian takes me to task for the advice I gave my young correspondent. This was what it was:

"Since this young man has the spirit to prefer work even at an almost starvation wage to remaining on the 'dole' with its enervating influence, I am sure he ought not to let his quite natural misgivings deter him from accepting this job. . . . He will find that having work to do again will give him a new zest in life. . . . I feel quite certain that, in these hard times, courage and determination are the factors that count more than any others."

My critic from Aberdeen does not challenge that advice. His argument is that the firms who employ these canvassers obtain 200 per cent. profit against the 33⅓ per cent. they pay. He goes further and says that "it is impossible to make a living now on account of the multiple stores which have sprung up all over the country."

There may be something in what he says. *But these matters are outside the scope of the questions asked me.* Neither the young fellow who sought my advice nor I were unmindful of the difficulties attached to the work offered to him.

"If I take it on, I may plunge into a bigger hole," is what he said. But he added: "And yet I want to take the job for the chance of leaving the demoralising dole. You see I want the heartening spur of employment again."

I say again that he is right. Work of any kind is preferable to remaining idle and drawing the unemployment pay.

"Something attempted, something done, has earned a night's repose," says Longfellow. There are thousands of men in jobs which are distasteful to them, but they stick it because work even of that sort is the lesser of the two evils.

There is a legend that Aberdonians are mean. I have never believed it. I don't believe it now, especially when this Aberdonian critic spends three-halfpence on a stamp to tell me something which I never said.

I am going to test his generosity still further. He says he "could do better than Philip Inman with his eyes shut." Surely he does not want to keep that knowledge to himself. If he lets me into his secret, gladly will I pass it on to those others who respect my advice.

But I fear we cannot expect a great deal of help from this gentleman from the city of granite, for he reveals that he himself has been unemployed for nearly two years and is half-starved. I have no sympathy with him—if he prefers to remain idle rather than take a job of work, however difficult it may appear.

This leads me to utter a general warning: Never condemn unless you are sure of your facts. Remember there are two sides to every question.

A correspondent writes:

"My husband has been dismissed after having served his employers for twenty-seven years. Don't you think it shameful that such things should be allowed to happen? He simply wore himself out in their service, and now, at fifty-three, he has to start life all over again. I am sending you the name of the firm, and if you can show it up you will be doing a great deal of good."

EVERYONE with human emotions will feel a pang of pity for this woman and her husband. After having worked for a firm for twenty-seven years it is very hard to be turned adrift, and, as my correspondent says, it is not easy to start life again at fifty-three.

But in her letter one piece of information is denied me. She has not given me the reason for that dismissal.

HUMAN DOCUMENTS

Probed by

PHILIP INMAN

who is JOHN BULL's "Humanist" and always ready to help you. Write to him and enclose a stamped envelope. £1 1s. will be paid for each letter quoted on this page.

If that firm, owing to the industrial depression, is, like thousands of others, not paying its way, there are only two courses open. Either it must cut down its overhead costs, or else in time it will go bankrupt, which would not only mean unemployment for a few, but for every member of the staff.

You cannot wave a magic wand and, like a magician, produce money from nowhere. You cannot get out of a pot something that is not there. And no business house, no matter how considerate, can go on paying wages indefinitely unless the funds are there.

MIND you, I am holding no brief for the soulless firm. If dismissals have to take place, especially should old employees be shown whatever sympathy and consideration is possible. But it is not the fault of many a business house that wholesale dismissals have taken place. It is the crippling industrial depression.

That there are sometimes even more than two sides to a question is clearly demonstrated by my next problem. The letter is in two parts—the first written by the wife, the second by her husband.

Intolerance of the other
is responsible for many
of married

Part 1 says:
"We have been marri
and our happiness would
for one thing—my husb
don't say that I am b
have never been able to
She resented her son m
she does not hesitate to
"On Sunday, after
been to see his mother,
suggested that we should
her or she with us. Sh
cottage and we occupy
that we should all be on
in either case. I feel
stand that, and though
band I would rather lea
there would be nothing

Part 2 is the husban
he has sent to me "in
judging you should kno
His letter goes on:

"Up to the time I be
mother was everything
might be, for she was le
out any money when I
and she struggled hard
chance in life. Now th
old and infirm, and ha
me to turn to, I feel it
by her. After all, bloo
water, and I could not
go to strangers."

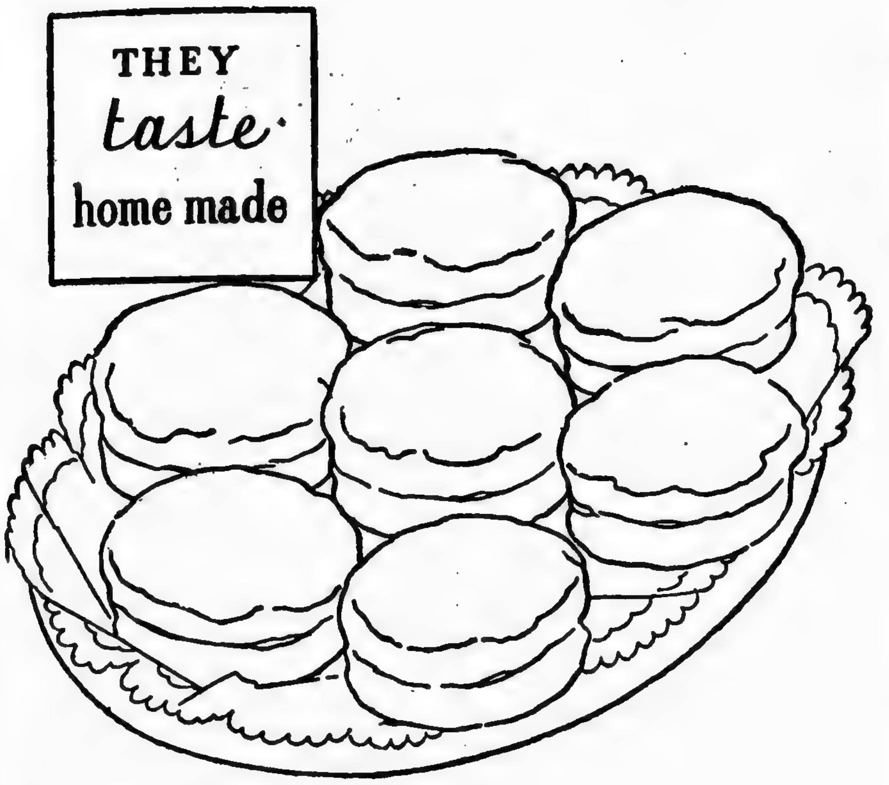
There are the tw
problem. But there i
neither of my corresp
plained to me—*that*
mother. She does not
daughter-in-law. Wha
about the proposal tha
live together? It aff
much as the others.
Now, having said th
with the case as it st

I LIKE the spirit o
Apart from the "d
ever lost by bei
parents. "Kind," I sa
not be established by
considerate to other lo
There is no doubt o
this case. The wif
definitely that she wo
her husband than live
in-law. If that man w
his married life, the e
proposal is the way to
It seems a pity that
daughter-in-law canno
together. I don't me
live with each other,
of the man they both
hatchet and be at any
and friendly terms.
But if that is imposs
my vote to the "wife's
I suggest that the ma
duty by finding his m
able home near by w
folk where he can cons
The problem of rela
one another is not an
Sometimes it works sp
when the spirit of "giv
dominates.

*

SCONES

that go like hot cakes!



LEAVE the kitchen door open when you are making hot scones and rock cakes for tea with Stork Margarine, and let that warm, inviting baking smell creep into the hall to meet the children when they come in to tea! And every hot scone that they bite into, every crisp rock cake that they crunch, is giving them back energy and warmth in the most easily digested form. In the nicest possible form to eat, too.

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28-PAGE COOKERY BOOK

The way to make scones, hot rolls and little cakes —all taught in this book.

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Never "SKIMP" *your Breakfast*
... IT'S THE MOST IMPORTANT MEAL

—SAY HEALTH AUTHORITIES

It is really very important to have a good breakfast every day. Not only because a long time separates it from the last meal, but because it supplies or *should* supply the energy-producing fuel upon which you draw for most part of the day. A good breakfast every morning of Shredded Wheat gives you the vital natural nourishment of pure whole wheat. Gives you energy and resistance, and the sustenance you need to replace spent tissue. And because all the Bran is retained in Shredded Wheat, it has a most beneficial and regulative effect upon the system. You're bound to benefit from a regular Shredded Wheat breakfast. Benefit in health, benefit by its convenience and economy. For it needs no cooking and makes a really satisfying dish with hot milk, or butter. Keep the family on Shredded Wheat and keep everyone fit.

Start
the day with
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WHEAT

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EAT
OR
SLEEP

Awful PAINS in HEAD & BACK

Reaping the harvest of the sea demands every ounce of strength a man has got, and always there must be that extra reserve of power to call on when needed !

Mr. W. Long, of King's Lynn, is a typical fisherman. Typical, too, is his grateful tribute to Dr. Cassell Tablets.

"Dr. Cassell Tablets saved me from developing into a 'useless hulk,'" he said to me to-day. **"I was very ill. I grew thin and weak, couldn't eat or sleep and suffered from awful pains in my head and back. It was then that I tried Dr. Cassell Tablets for the first time. The result was immediate and they made me a healthy man again !**

"There's nothing in the world like Dr. Cassell Brand Tablets. Time and time again I have relied on their strength-reviving effect to renew my stamina and endurance—and never once have they failed me ! They keep me fit to face any weather.

"I tell everybody. If you want health you want Dr. Cassell Tablets —and many have blessed the day I told them so."

Secure from your Chemist a 1/3 Bottle at once. If you are not entirely satisfied with your improved health this amount will be instantly refunded by the Veno Drug Co. Ltd., Manchester, on receipt of empty carton.

Dr. All Chemists 1/3 & 3/-
Cassell
Brand
Tablets

OUR C.I.D. OF COMMERCE

Women chemists subject imported foodstuffs to a searching test

EACH year Science is filling more and more the rôle of a super-detective.

Criminals can be traced and identified by the impression of a thumb on a door handle. Cases of paternity can be decided by blood tests. The most elaborate paper forgeries are detected by chemical analysis of inks, and picture forgeries are revealed by means of X-rays.

And now, since the imposition of tariffs, Science is providing us with a sixth sense to enable our chemists to detect frauds connected with imported products.

The Government Laboratory, which is nothing less than the C.I.D. of Commerce, is working as it has never worked before. All through the year its fifty odd scientific detectives are busily analysing samples of goods submitted to them at the rate of over 1,500 samples a day.

Behind the innocent-looking exterior of every bale of cloth or pat of butter there may lurk a dark secret. And it is the business of the Government chemists and research workers to ferret out hidden adulterations and frauds, assess the duty which is payable on every consignment of imported goods, and also carry out experiments to help British trade.

At the present moment well over half a million samples are passing through their hands every twelve months, and a single slip in their work of analysis may mean a loss to the Customs of tens of thousands of pounds.

Every variety of goods and materials is sent to them, from razor blades to special breakfast foods. In a ceaseless stream they pour in from dozens of different quarters, such as the Customs and Excise, the Ministry of Health and the Post Office, private manufacturers, agriculturists and market inspectors.

Test-tube sleuths

Hardly a day passes when these sleuths of commerce do not discover attempts by foreign importers to evade the full duties payable. Each year they win many millions of pounds to aid us in balancing our Budget.

Owing to the present world crisis the criminal side of commerce is developing apace. Not only are the constituents of goods falsified so as to evade payment of duties; manufactured articles are often deliberately forged with false names and specifications so as to secure a wider market, and only a chemical analysis can supply legal proof that fraud has been committed.

Not long ago, for instance, large quantities of cloth were seized in Vienna bearing the stamp "Genuine English" and "London Quality." This cloth had been sold all over Austria, Hungary and Czecho-Slovakia before the police intervened. Large quantities of the cloth were actually found with the names of well-known English firms ironed into the material!

The Government Laboratory, where among many other things frauds such as these are investigated, is an unobtrusive building hidden away in a side passage of Clement's Inn, off the Strand. Only a small brass plate reveals its identity, and all visitors, including the Press, are discouraged from entering.

Nothing escapes

Ever since Great Britain became a Protectionist country the building has been humming with activity. Down below on the ground floor there are rooms in which fabrics, silks, felts, paper, synthetic skins and leather, rubber and various other materials are examined.

The tables are piled high with goods of this description, and grave-looking men examine them intently under microscopes, note their reactions to chemicals, weigh them in highly sensitive scales, and sometimes test them with the fluorescent screen—that is, the ultra-violet ray apparatus which reveals the inner constituency of materials.

Here is one of a large consignment of lounge suits from Poland, here a synthetic fur from Germany, and here some artificial silk stockings from Austria. A straw hat is being closely examined under a microscope. The straw, of course, is not dutiable, but perhaps there is varnish on it, which is.

A carpet from Eastern Turkestan is occupying the attention of another laboratory worker, and a third is carefully dissecting an imported felt hat. This hat is declared as "pure cow's hair," but there may perhaps be wool in it. If so, the importer must pay duty. One single thread of wool is enough!

Up on the next floor there is a whole series of rooms in which materials of other kinds are being examined. Here the analysts are busy with such things as paints and varnishes, lubricating oils and petroleums, staining materials, dyes, polishes and toilet requisites, and in fact most of the common articles which are sold for domestic use.

Such things as cleaning preparations are given special attention, for they often contain dutiable spirits. Even a few drops of spirit contained in a bottle may mean a considerable revenue for Customs if the preparation is being imported in bulk.

The human lamp

Frequent attempts are made to trick the Customs with disguised foodstuffs of various kinds. Such stuffs as coffee, tea, sugar, margarine, jam, condensed milks and meat extracts are often adulterated, and the constitution of these foods is so complex that chemical methods of analysis are not always easy.

But the ultra-violet ray lamp is swift and certain. This arch-detective, housed in an enormous glass case, has a special room to itself, and if there is any doubt about a sample which has been examined by simpler methods, it is placed in front of the lamp for final judgment.

When the lamp is turned on and its rays fall on the sample it can be seen at once by the colour what the sample is really composed of. Sanded sugar, doctored coffee and pepper, adulterated milk, or margarine disguised as butter, all appear immediately in their true colours.

Not all the samples which the laboratory workers test are foreign ones. Many of them are British-made goods. For if a British manufacturer pays duty on imported raw materials which he uses to make goods for selling in foreign markets, he can recover this duty when he exports the completed article.

For instance, he may have paid duty on tobacco imported from America. If he uses this tobacco to make cigarettes to sell in Germany, he submits samples of these cigarettes to the Laboratory.

Here they are slowly burned in a special oven called a "Muffle," the ashes are weighed, and from this the precise quantity of pure tobacco in the cigarettes is calculated.

Another busy section of the Laboratory is the Government Contracts Department, where everything is analysed from a metal propeller blade for a Royal Air Force aeroplane to rubber for surgical gloves.

A complicated apparatus which emits what is known as "polarised" light pries into the secrets of contract samples for Army iron rations and marmalade, searching for possible adulterations, while chemical tests reveal the exact proportion of meat extract in samples of Army hospital supplies.

Drug-smuggling

Quires of paper are analysed which are intended for Government Blue Books and official documents, gum for postage stamps is tested to ensure that it contains no poisonous ingredients, and another research worker examines polishes and soaps which are to be used on cavalry harness.

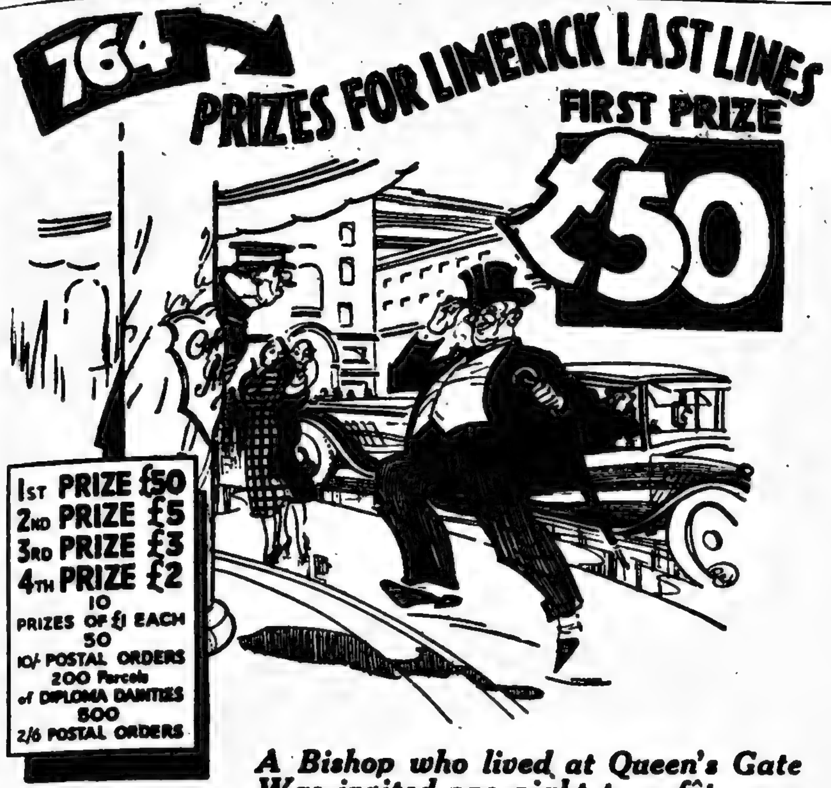
In another room there is an oven in which pieces of oilskin cut from postmen's capes lie spread with heavy weights laid on top of them. After twenty-four hours they are taken out, and if any of the pieces have stuck together these samples are rejected.

Most interesting of all is the room in which consignments of dangerous drugs are tested.

Usually there is no question about the identity of these drugs, and they are destroyed at once, except for small quantities which may be needed for medical purposes. But sometimes the drugs are cunningly concealed in tobacco, beverages, or special foodstuffs, so that it can be recovered by those in the know by simple chemical processes.

There is also an enormous variety of patent sleep-producing medicines manufactured on the Continent which constantly seek a market in England. Most of these have to be tested to ensure that they do not contain harmful drugs.

Steadily and painstakingly the Government Laboratory continues its unobtrusive task. Not one person in a hundred thousand even knows of its existence, but the work which it does affects every one of us intimately almost every hour of the day.



A Bishop who lived at Queen's Gate
Was invited one night to a fête:
So he rushed up to Town
Minus gaiters and gown

CONDITIONS.

The Proprietors of 'Diploma' Crustless Cheese offer a first prize of £50 and other prizes, as stated, for a best last line to this Limerick. Write your last line on a piece of paper and attach the small coloured label from a portion of 'Diploma' Crustless Cheese (either Cheddar, Cheshire or Dunlop), or label from 'Diploma' Milk, 'Coronet' Milk, 'Regal' Milk, or 'Moonraker' Empire Cheese. Send as many attempts as you like, which may all be written on one sheet, but for each must be attached a label. The Managing Director's decision is final and legally binding. Address to:

Some Rhymes that will help you:

bait, date, eight, fate, gait, great, late, rate, state, straight, wait, weight, debate, await, create, elate, irate, vacate, accommodate, agitate, animate, anticipate, celebrate, congratulate, cultivate, discriminate, educate, elevate, emulate, exaggerate, hesitate, meditate, prevaricate, stipulate, terminate, tolerate, vindicate.

Competition (Dept. 7)
WILTS UNITED DAIRIES LTD., TROWBRIDGE.
Closing Date: Entries must reach us not later than Friday, March 24, 1933.
Result: A complete list of winners will be forwarded by post to every competitor.

DIPLOMA

The English CRUSTLESS CHEESE

TESTED JB

D. 248

LOOK AT YOUR OVERALLS

HAVE THEY GOT
3 ROW
STITCHING?

Lybro Easy-fit are the Overalls which have THREE ROW STITCHING and Treble-tacking. That's one reason why they give longer wear and help to make your money go farther. See below for SPECIAL OFFER.

EASY FIT BLUE BUTTON OVERALLS

Famous Lybro Dungarees in Blue or Brown. Six large pockets. Fitted with patent fastener. Buttons cannot come off. Easy to wash. Full cut for comfort. **5/6**

BLUE BUTTON WORK SHIRTS

Made of heavyweight soft Khaki or Blue Drill which is easy to wash. Genuine "Lightning" Zip Fastener. Govt. dye; colour fast. Large roomy armholes. Button front same price. **4/11**

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Buy the complete Work-Togs and save Sixpence.

If unable to obtain, write to Workwear Ltd., Mt. Vernon, Liverpool, for name of nearest supplier.

LYBRO
EASY FIT
WORK-TOGS

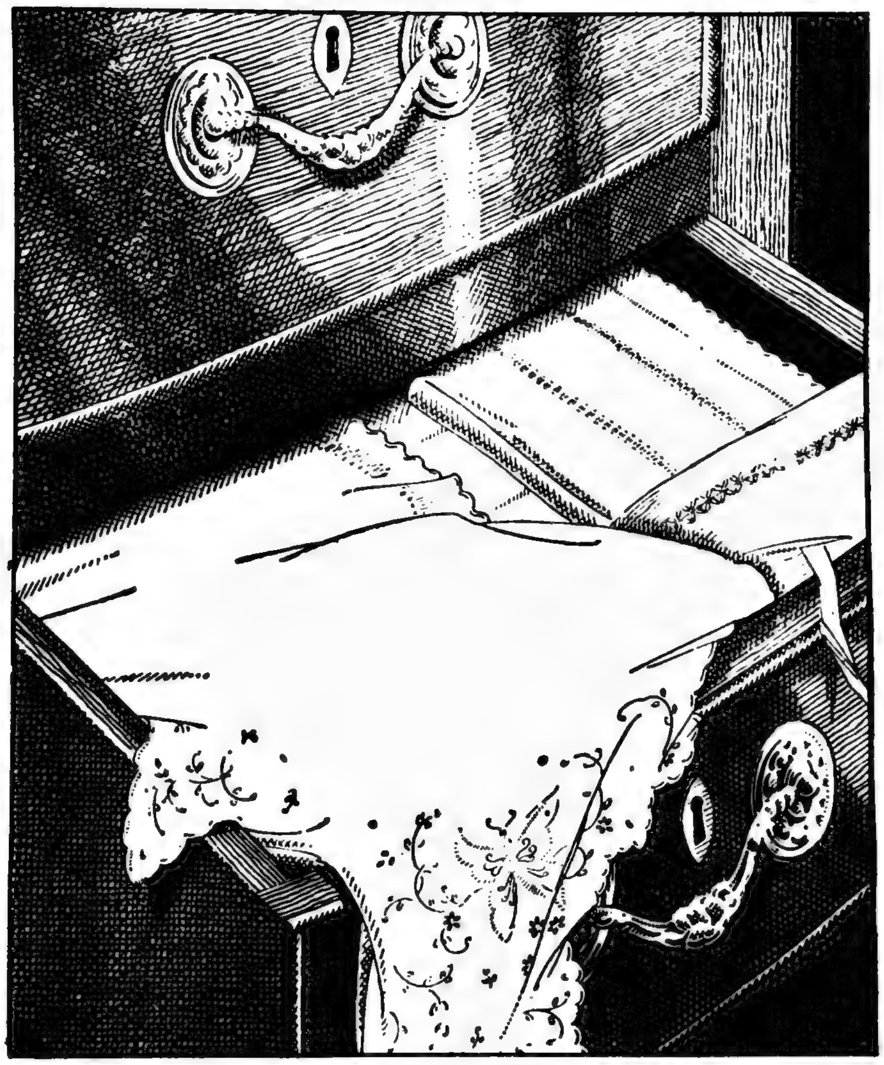
BIB & BRACE OVERALLS	5/6
JACKETS or TROUSERS	5/6
BOILER SUITS	8/11
EASY-FIT RED BUTTON—the Overall De Luxe—guaranteed unshrinkable	6/11

cvs.54

Cut for Comfort—Made for Wear.

THE EASY PRICE EASY-FIT

Oh dear . . . why won't my linens come *really white?*



A. Because you aren't *really* moving all the dirt. Ordinary soap can't wash *inside* your clothes.

Q. Inside? But I'm most thorough. I always soak them overnight, and then rub the grimy parts.

A. Yes, but you *still* don't get the extra cleansing power you would if you used Persil's oxygen suds. They're so much more thorough than ordinary methods. They're the only thing that will clean out that worked-in dirt; and so much better for the clothes than rubbing.

FREE—*Send for the free Persil Washing Handbook; you'll find it a mine of useful information, giving you hundreds of valuable hints and tips about washing, drying and ironing of every kind. Just cut out this paragraph and send it to us with your name and address, and the book will reach you by return—Dept. 285, Crosfield's, Warrington.*

Persil

TESTED JB

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There is no more tempting supper dish than Beef Patties made from Libby's Corned Beef. None less expensive or easier to prepare—they want so little cooking.

Your grocer will supply you

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Compressed Cooked Corned Beef

Libby's

COOKED CORNED BEEF

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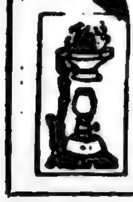
TO BRITAIN'S BEST RESORTS

NOW ON SALE 6D



ASTHMA

Sufferers from bronchial asthma get quicker relief from Vapo-Cresolene inhalation. Soothes at once. Restores normal breathing and induces restful sleep. Drugless, simple, easy to use. Complete directions with every bottle. For 53 years the proved vapour treatment for Whooping Cough, Asthma, Bronchitis, Catarrh, etc. Of all Chemists.

Vapo-Cresolene

Quickly brings relief.

Send for Booklet No 8A. ALLEN & HANBURYS LTD. 37D, Lombard Street, LONDON, E.C.3

THRICE LUCKY to be ALIVE!

—after three "GREATEST HOURS"

I KNOW that it has become something of a commonplace for sailormen who knew the old days intimately to declare that "there was nothing to beat sail for excitement." Commonplace the statement may be, but nothing can alter the truth of it!

Mine-laying during the war was exciting enough at times, but whenever I feel in need of a little "refresher" in the way of exciting hours, invariably my mind returns to the days when I was in sail between the years 1894 and 1900.

Those of you whose knowledge of the sea dates only from the days of the mighty oil-burning liner, travelling to and fro across the Atlantic with the speed and regularity of an express train, can know nothing whatever of the *real* hardships of the sea

Yet out of those hardships were born my three "great hours," which, for their thrills at any rate, would all be worth living again, though those who prefer a "quiet life" would hardly think so.

Anyhow, one such hour occurred when I was a cadet, a mere schoolboy, serving aboard the *Duchess of Edinburgh*—fully rigged and a lady of some 1,693 tons.

You should have seen her as I remember her: clean-cut as a sailing-yacht, great white canvas billowing in the breeze, tearing through the swell as though mildly contemptuous of the element she rode so magnificently.

It was, I think, my fourth trip. We were outward bound for Australia, and from almost the first day out the weather was "dirty."

We were heavily laden, carrying a cargo of railway iron, and as a result she behaved totally unlike herself, for, stow such a cargo as carefully as you will, the evenness of balance is quickly upset once you begin to roll.

As we began to round Cape Horn, a storm of exceptional violence broke over us. All hands were piped on deck to take in as much canvas as we dare, and there she drove before the gale, tremendous waves chasing us, and threatening every moment to engulf us.

I shall never forget that picture—frightening to the stoutest heart: a mass of fury unleashed. Great muddy-green seas, the height of a house, tearing down upon the after-deck. Then, just as it seemed we must be battered to death, they would break in a froth of white and angry foam, only to gather again the next moment with renewed strength and hurl themselves at the gallant ship.

I KNOW I was reminded of some tiny bird, twisting and doubling in an effort to escape the predatory attentions of a hawk, with the odds all the time seemingly on the hawk!

Suddenly the inevitable happened. For once the *Duchess*, hampered by the dead-weight of the iron in her hold, failed to shake herself clear in time, and with a rush and a roar we were "pooped."

To the uninitiated, I mean that a mighty sea swept us from stem to stern—hundreds of thousands of tons of water descending upon us with the force of a Niagara.

Blinded, half-stunned, gasping for breath, I was flung into an angle of a deck-house, and that accident undoubtedly saved my life, for I was so close to the rail that otherwise I should have been swept overboard, with never a second's chance of escape.

In an instant the ship, which had been a pride and a wonder, became a pitiful, wounded thing. The force of the waters tore away the whole of the starboard bulwarks and battered the ship's boats to pulp.

But, luckily for us, the sweeping away of the bulwarks gave the ship a chance, for it enabled the water to pour over the side again: she seemed to shake herself like a half-drowned puppy and righted herself once more.

Yet the tornado had taken its toll. The mate, as gallant a seaman as ever trod a deck, was smashed against a capstan, and so badly injured that he lived only an hour or two.

And when that fearful "hour" was over, those of us who survived took up our lives where they had momentarily left off, and set to work to try to repair some of the damage.

Once again it was when rounding Cape Horn that I had another "hour" of excitement, certainly one I'd like to live again, although at the time, I am quite ready to admit, I did not see it in the same light!

THOSE who have rounded the Horn in a sailing-ship know all about the weather you meet there—and we struck it at its worst. We were driving before a ninety-mile-an-hour gale, the wind screaming through the yards, when, with a noise like the fiercest clap of thunder I have ever heard, the main topsail yard came adrift and fell on the deck!

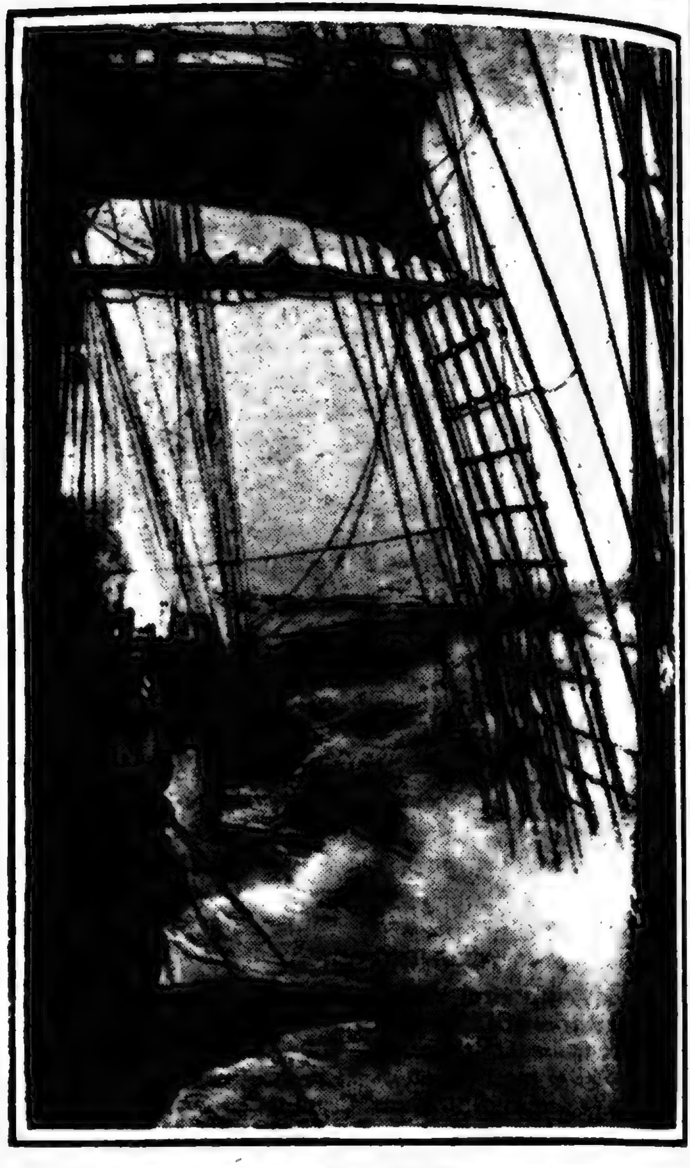
That doesn't sound very thrilling? Good! Then let me explain that this yard was seventy-five feet long and weighed many tons! But fortune was with us, for luckily the yard fell right *across* the ship and not vertically, otherwise it would have pierced the deck, and the ship would have gone to the bottom like a stone in a matter of moments.

And now for my third "hour." . . .

Is there a foe more feared by the sailor than fire at sea? Fire on land is bad enough in all conscience, but there is something appallingly frightening in a fire at sea

You realise instinctively that you are trapped on an "island" from which there is little hope of escape, for the blaze may spring up so quickly, fanned by the breeze, that your boats may be destroyed before you have a chance to lower them.

Remember the dread fate that but recently overtook the mighty French liner *Atlantique*, almost within sight of shore, and you will understand that I am not exaggerating.



"A mighty sea swept us . . ." A schooner rounding Cape Horn in heavy seas

by Captain E. C. Shankland, R.N.R.,

Chief Harbour Master of the Thames, in an interview with "John Bull"

It was when I was serving as a junior officer aboard a sailing-ship called *The Pass of Brander*, outward-bound for the East, that, without warning, came the look-out's cry of "Fire!" and to our horror we saw a great column of smoke pour from the after-deck.

We knew that we had aboard a cargo that would burn with fury, while the ship herself would, too, soon become a prey to the fiery fiend.

But it was no time for panic. Discipline, learned in a rough-and-ready school maybe, but invaluable in times of stress came to our aid. The skipper quickly sized up the situation and speedily every wooden bucket we had aboard was mustered.

Stripped to the waist, the ship's crew were lined up and a double "chain" formed, so that as fast as a bucket was dropped overboard, filled and passed down the line to be emptied on the blaze, it was started back again on its journey.

FOR hours without a break, blackened and scorched (for we took it in turn to move nearer to the blazing hold, so that each man had a chance of a "breather"), we battled against the enemy

Long before it was all over, our backs were aching almost beyond endurance, our eyebrows were scorched, our tongues literally hanging out of our mouths with thirst. But in the end we triumphed, and, thankfully, those whose watch had ended flung themselves into their bunks.

The reward? A job well done, a memory of peril shared by all: nerves and hearts tested and a fresh bond to unite us as a ship's company. Oh—and I had nearly overlooked it—an extra tot of "grog" from the "Old Man"!

Now which of these "hours" would you really think I'd prefer to live over again if I could have my choice? . . . As they say at the bridge school, which I occasionally attend: "I'll leave it to *you*, partner!"

"Such a wonderful help to digestion!"

GLOWING WORDS OF PRAISE FOR ROWNTREE'S COCOA FROM MOTHERS OF FAMILIES

THE recent discovery by scientists in a well-known London hospital — that Rowntree's Cocoa is so digestible it helps to digest other food — has been welcomed by thousands of women throughout the country. Mothers of families — they're the ones who appreciate it most. Rowntree's is the perfect meal-time drink for children *because it helps them to digest all their food better*. This cocoa is delicious in flavour—economical, too. 30 cupfuls from every ¼-lb. tin — price now reduced from 6d. to 5½d.; ½-lb. tin 10d.

~~6D.~~

NOW 5½D.

PER ¼-lb. TIN

½-lb. TIN—10d.

Let Mrs. SUSANDS
101 Alderney St., London
S.W.1, tell you her case:

"One thing I always am particular about with my boy — and that's seeing his meals are never heavy or indigestible. Michael has Rowntree's Cocoa regularly now. I know it's good for children — well you've only got to look at Michael!"

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ELECT
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3 FREE GIFT COUPONS IN EVERY ¼-lb. TIN, 5½d.

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This handsome receiver brings you the fine performance associated with much more costly sets. Very selective, economical and simple to operate, its tone is a joy to hear—that exclusive Columbia feature which has never been copied. Let us tell you all about the outstanding Two Valve Battery Set in modern radio.

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Please send me fullest particulars of Columbia Model 353 and other Columbia instruments from £4 : 7 : 6 to 90 gns.

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Cut this out and post in an unsealed envelope bearing ½d. stamp to Columbia Graphophone Co., Ltd., 98 Clerkenwell Rd., E.C.1

PALMOLIVE SOAP

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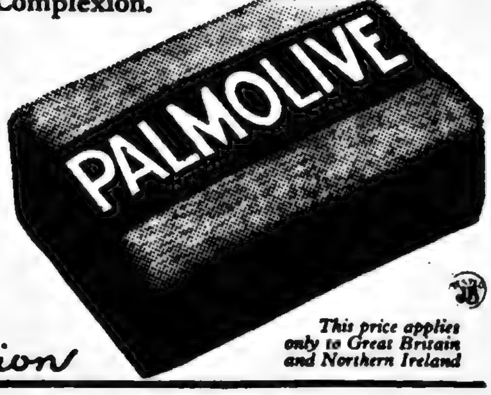
Same Size . . . Same Weight . . . Same Quality . . . Same Generous Olive Oil Content

Palmolive . . . the world's most famous beauty soap . . . is now only 3d. per tablet. The same soap . . . same weight . . . same size . . . same quality . . . same generous olive oil content . . . nothing altered but the price.

Now there is no excuse for a bad complexion . . . the new reduced price of Palmolive enables *every* woman to use this beauty soap that over 20,000 beauty experts recommend.

Skin can be young . . . kept young . . . if you follow the advice of these specialists in complexion care : Use Palmolive Soap night and morning. Rub its abundant youth-giving lather gently into the pores, rinse and dry on a soft towel. Then watch your skin. See the bloom of youth glowing . . . soft, smooth, supple skin . . . that Schoolgirl Complexion.

Use it in your bath. It lathers abundantly in the hardest water and is most economical in use. And remember—no matter what price you pay you cannot buy a finer toilet soap than Palmolive . . . 3d. per tablet.



Keep that
Schoolgirl Complexion

This price applies only to Great Britain and Northern Ireland

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DRY WRINKLED SKIN

Caused by Wrong Face Powder

Beauty Specialist Tells What To Do

Is the skin of your face becoming coarse, rough and dry? The use of a face powder which dries up the skin is a frequent cause of little lines and wrinkles coming years before they should. Do not wait until the wrinkles begin to form. Start to-day to use face powder blended with Mousse of Cream. The Mousse of Cream absolutely prevents the powder from drying up the skin. Mousse of Cream is the newly discovered face powder ingredient which is combined by a patent process with the finest silk-sifted air-floated powder in Poudre Tokalon. That is why Poudre Tokalon gives marvellous complexions of clear, youthful beauty which retain their girlish freshness all day long even in wind, rain and heat. Try a 1/- box of Poudre Tokalon to-day.

STOP
STOP!
THINK BEFORE
YOU PAINT

YOU won't think long before you think of Robbialac. Wise thought! This world-famous Enamel restores showroom smartness to cycles, motor cycles, and cars. Its smooth ease of application precludes poor results; the beauty of its rich, lustrous finish is *lasting*–impervious to wear and weather—no cracking, no chipping, no peeling—no wonder repairs or renovations with Robbialac are so satisfactory and so truly economical.

ROBBIALAC

The Superlative Enamel for Cycles, Motor Cycles & Cars FROM 9D

FREE LEAFLETS tell you exactly how to use Robbialac on (1) Cycles or Motor Cycles (2) Cars. Send P.C. for whichever you need. ROBBIALAC WORKS (Dept. J.B.I.), STRATFORD, E.15.

HOW TO DISSOLVE OUT CORNS AND SOFTEN CALLOUSES

The thick, hardened skin of which corns and callouses are composed, of course, contains no nerves or blood-vessels. In fact, the upper layers are practically dead. In the case of a corn, it is not the top that causes such pain, it is the little pointed part which extends down into the toe and presses on sensitive nerves. Cutting the top off with a razor or burning it off with caustic liquids, pastes, and plasters is wasting time. Also, it is dangerous and may cause blood-poisoning or even tetanus (lock-jaw). Instead of such purely temporary expedients, try soaking your feet in the *medicated* and *oxygenated* water, prepared by dissolving a handful of 'Reudel Bath Saltrates' in a gallon of hot water. This will dissolve the oil and sebaceous matter from hardened, calloused, and "corny" skin, leaving it so soft that corns are easily lifted out, root and all. As for callouses, they can be scraped right off with the dull edge of a knife. All chemists sell 'Reudel Bath Saltrates' at 1/6 a large packet; if you have corns and give this treatment a trial you will be amazed at the wonderful relief it affords.

Feen-a-mint
BRAND
CHEWING CONFECTION
WITH LAXATIVE PROPERTIES
3D·1/3·2/6
FOR YOUR OWN PROTECTION
INSIST ON SEALED PACKAGES

BUY YOUR
ALL-ELECTRIC RADIO SET
NOW
AND SAVE 33⅓%
(*See page 20*)

A PROMIS
THE
PREMI
should
Fulf

by EMAN
SHIN
(late Secretary f

ONCE again there are rumblings in the British coalfields. The miners are on the warpath; they are afraid that when July comes and the "gentleman's agreement" with the coalowners expires there will be renewed attacks on their wages

They want a national negotiating body and a national agreement governing wages in all districts, instead of district agreements and variable rates.

Last year the Government promised to induce the coalowners to accept the proposal, but its efforts so far have met with no success

On the other hand, the owners are up to the neck in trouble Consumption of coal at home is not increasing and there is a considerable shrinkage in our coal exports.

They are definitely opposed to any further regulation of the industry; many of them dislike the quota provisions in the Coal Mines Act, which restricts output; they are not in a mood to listen to the Government—even if the Government was disposed to talk.

Meanwhile, the most painful of all the problems facing the industry increases in intensity—that of growing unemployment.

There are more than 400,000 miners out of work, and many who are in a job are on short time, working two, three or four shifts a week, and glad to get it.

So far as I can see there is no prospect of immediate absorption for any considerable number of these idle miners—some say that never again will the bulk of them ever be taken back into the industry.

The way out

I refuse to accept the latter view. The developments which are taking place in the modern treatment of coal for the production of liquid and other by-products will before many years have passed bring about a complete revolution in the industry.

The right processes have been experimentally proved; all that is required is foresight, organisation and finance. In due course these will be forthcoming.

But there is a method open to us which, though not a complete solution, is a step in the direction of reducing the enormous volume of unemployment.

Reduce the length of the working day and open the pits to more men. That is one way out if the nation cares to take it.

To make the proposal acceptable there must of course be international agreement.

We cannot impose penalties on our own industry and bestow favours on our foreign competitors.

But the ground has been prepared. Already the foundations of agreement among the coal-producing countries of Europe have been laid.

Premier's "Good luck!"

In the summer of 1930 I attended the annual conference of the International Labour Office at Geneva. My object was to secure agreement on a shorter and uniform working day for the miners of Europe.

Mr. Ramsay MacDonald was keenly interested in my mission. He saw me a few hours before my departure and wished me luck. He was careful to point out, however, that as this was the first attempt to secure such agreement it was hardly likely that I should succeed.

Events nearly proved him wrong, for after discussions which lasted more than three weeks we failed to reach agreement by the narrow margin of three votes.

The German delegates were responsible for our failure. After supporting me all the way through they suddenly demanded some concessions on overtime.

In fairness to the British coal industry I refused to agree—to have done so would have placed us at a disadvantage. Thereupon the Germans decided to abstain from voting, and we lost the convention.

The miner must not be required to make further sacrifices either in hours or wages, says Mr. Shinwell

We did not take this defeat lying down. On my return we invited the Poles and Germans—our principal competitors—to enter into further discussions. A series of conferences in Berlin, Paris and London followed, and a provisional agreement was reached.

The effect of these preliminary conversations was reflected at the succeeding conference of the International Office the following year when, by an overwhelming majority, a convention which provided for a working day of seven and a quarter hours for the miners of Europe was agreed upon.

It was not as satisfactory as I had intended it to be. The conditions then prevailing in the Eu dustry—now unhappi ranted a reduction to compromise was essen of the opposition we some quarters, it was tinct step in the right

Mr. MacDonald wa result. He referred t as a substantial con the solution of our mi

"Sticky" co

He was so impressed that during the nego continuance of the s hour day he promised if they would carry on he would do everything the convention.

The miners responde I was urged by Mr. M into immediate negoti coal-producing countri simultaneous agreemen Labour Government later, the matter was of my successor, and, months have elapsed, appear to be any pro settlement.

I suspect that the "sticky" about the Government is relucta

But all coalowners Many of them hold m reorganisation of the realise that machiner placing labour. They mote agreements wi competitors not only i ing hours, but on pr markets.

Why this

The trouble is that o unable to speak with o pute among themselv attempt to promote organisation of the in "rebel" movement growing—if one can j and articles for whic lightened spirits are r

The Government's p to understand. The for Mines was at Gene and stated that his Go regard the present m tune for the ratificati tion. Further examin sary.

As the subject has Mines Department for this can hardly be re factory reason for dela pressing; it is not th aspect alone that has

Generally speaking, worked abroad, which petitors an undue ad We ought not to meet ing our own miners sacrifices, either in ho international agreeme out, and attempts to not be further delayed

The Great Secret

Look out for it— T W E F C *—next week!*

If it were blended in your own pouch

Bondman

couldn't be fresher

it's in 1oz. Vacuum Sealed Tins

COLONIAL and **VIRGINIA** tobaccos finely blended and packed for lasting freshness in **VACUUM SEALED** tins. Send a postcard to-day to address below for **FREE TRIAL PACKET** sufficient for four pipes.
(Please write name and address in BLOCK capitals)

LLOYDS' BONDMAN EMPIRE BLEND IN 1OZ. VACUUM SEALED TINS

10D.

Richard Lloyd & Sons, 'Lloyd' Tobacco Factory, 23, Clerkenwell Rd., London, E.C.1. (Branch of Cope Bros. & Co.

The finest Solid Brilliantine made!

FIELD'S Solid Brilliantine keeps the hair in perfect condition all day, never clogs and has a tonic effect on the scalp.

IN TINS **3D.**

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SOLIDIFIED
BRILLIANTINE
BRITISH MADE.
J.C.&J. FIELD. LTD LONDON. S.E.1.
Estd 1642 in the reign of Charles I.
SHAVING STICK

Lavender Solid Brilliantine 3d. Liquid Brilliantine and Hair Cream 6d., Shaving Stick and Shaving Cream 6d., Dental Cream 6d.

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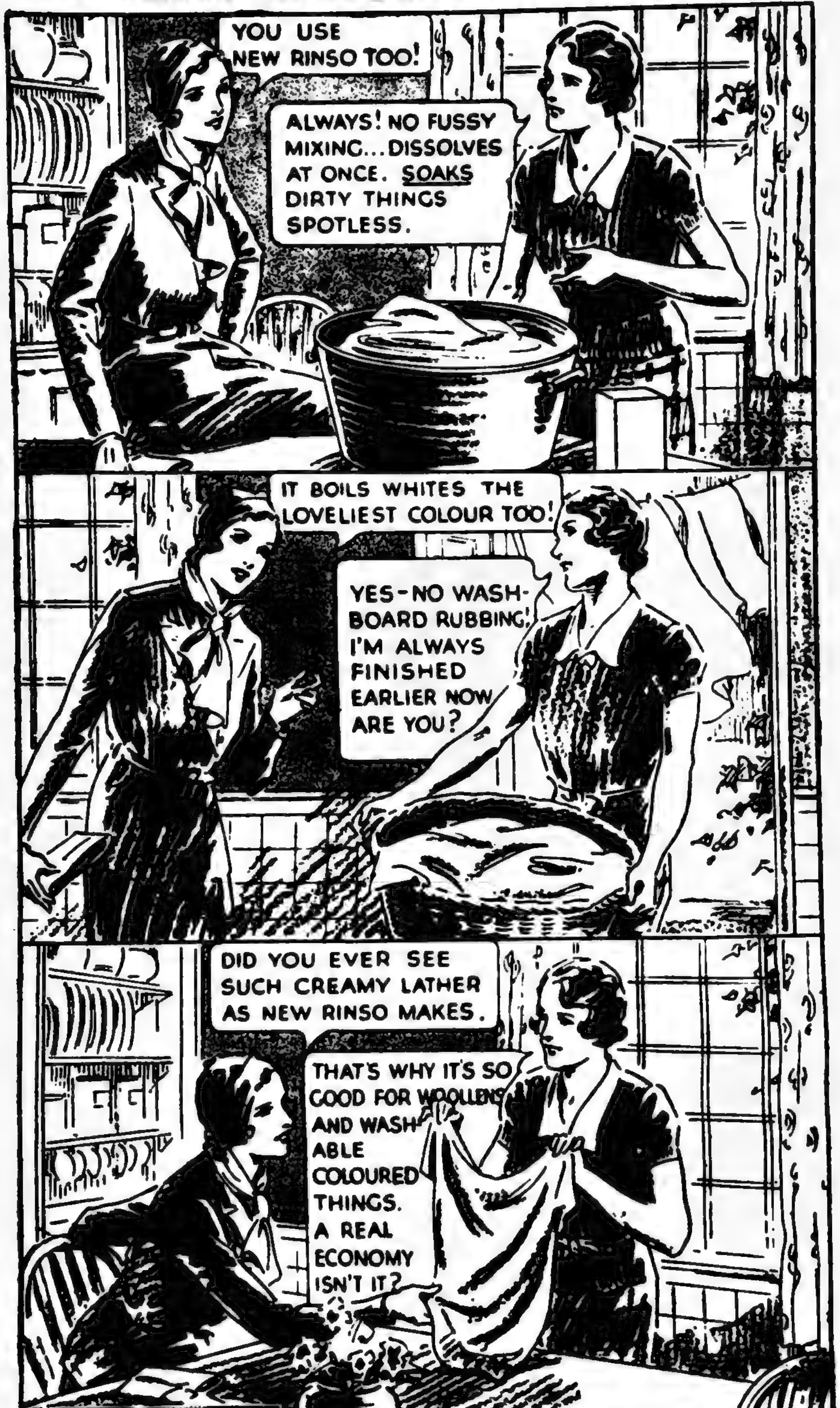
SOLIDIFIED **BRILLIANTINE**

at Chemists Boots, Stores, and Woolworths.
J. C. & J. FIELD LTD., LONDON, S.E.1.
Established 1642 in the reign of Charles 1.

THEIR WASHDAY NEWS


YOU USE NEW RINSO TOO!
ALWAYS! NO FUSSY MIXING...DISSOLVES AT ONCE. SOAKS DIRTY THINGS SPOTLESS.
IT BOILS WHITES THE LOVELIEST COLOUR TOO!
YES - NO WASH-BOARD RUBBING! I'M ALWAYS FINISHED EARLIER NOW ARE YOU?
DID YOU EVER SEE SUCH CREAMY LATHER AS NEW RINSO MAKES.
THAT'S WHY IT'S SO GOOD FOR WOOLLENS AND WASHABLE COLOURED THINGS. A REAL ECONOMY ISN'T IT?

"TRIED OTHERS—RINSO BEST"

"I wouldn't be without New Rinso — it's excellent for soaking dirty things clean and for boiling whites — lovely lather for washable coloured things — makes me proud of my whole wash. And how nice it leaves my hands — I've given up using soda." Mrs. M. Smith, 64a Harley Street, Fratton, Portsmouth.

◆ ◆ ◆

Monday of this week — in *your* town — *hundreds more* women were doing their wash with New Rinso.

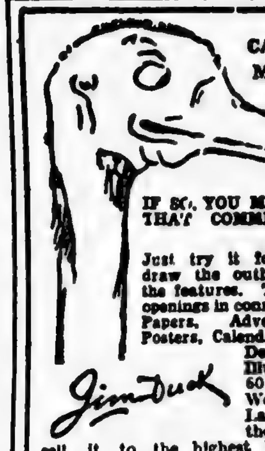
Thousands of women all over the country too — *every week* — are turning to this new washing way. Their friends advise them to try it — afterwards they use New Rinso *always*, for their whole wash.

Never before have washes been so dazzlingly white, so bright and clean — never before have washdays been so light — everything out of the way so early.

Let New Rinso help *you* too. Get it from your grocer or dealer — ready for next Monday.

NEW RINSO — best for boiling as well as for soaking and washing. From your grocer or dealer. 3½d. 6d. 10d.

R. S. HUDSON LTD., LIVERPOOL, WEST BROMWICH AND LONDON R 865-72



CAN YOU CHANGE MY EXPRESSION?

IF SO, YOU MAY BE THE ARTIST THAT COMMERCE IS WAITING FOR.

Just try it for yourself, trace or draw the outline and then put in the features. There are hundreds of openings in connection with Humorous Papers, Advertisement Drawing, Posters, Calendars, Catalogues, Textile Designs, Pottery, Book, Illustrations, etc. 60% of Commercial Art Work is done by "Free Lance Artists" who do their work at home and sell it to the highest bidders. Many Commercial Artists draw "retaining fees" from various sources, others prefer to work full-time employment or partnership arrangement. We teach you not only how to draw what is wanted, but how to make buyers want what you draw. Let us send full particulars for a FREE TRIAL and details of our course for your inspection. You will be under no obligation whatever.

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THE BENNETT COLLEGE, LTD., SHEFFIELD.

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This is the most amazing opportunity ever offered to get your floors recovered NOW with a world famous floor covering, on easy Terms you can easily afford. Small first payment gets LINO NOW. Rest of bill by little instalments

THERE ARE NO CATCHES in this offer. Catesbys (established 1863) is known everywhere as the firm that truly backs its guarantee of satisfaction and value.

4/- with order

NOW is the time to get your home bright and beautiful, a few shillings "does it." Bear in mind Catesbys Lino is the Lino that needs no scrubbing.

Size 3 yds. x 3½ yds. for 30/9. Easy Terms 4/- with order. Other sizes on proportionate terms

FREE *Handsome design book shows the latest beautiful floor coverings in full colour. It is post free*

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WILL IT MEAN A PAINFUL OPERATION ?

This is the dread query that overshadows the lives of thousands afflicted by that most distressing of all human ailments—Piles. Will it mean an operation? Yes, if you are neglectful. No, if you begin now to correct the internal trouble that is causing the Piles. Pylitna Powders will help you to do this speedily and effectively. As the treatment goes on you will find your trouble disappearing, pain and irritation going, until you are able to enjoy complete freedom from the malady. Pylitna Powders are simple to take and so effective and harmless in their action that they have won the confidence of the medical profession. Thousands, even chronic sufferers, owe relief and benefit to this treatment. Start taking Pylitna Powders to-day and enjoy new happiness health and well-being.

PILES! PYLITNA BRAND PILE POWDERS

Pylitna Brand Powders, 5/- and 2/9 per box in U.K. Pylitna Tablets and Ointment 5/- each. Of all chemists or direct (postage 3d. extra) from G. S. Mumford and Sons, (Pylitna Depot), 162, Drummond St., London, N.W.1 (Dept. 12).

GRAVES 'QUALITY' BALE

Unrivalled for Reliability and Value. It contains: Two finest quality pure White All Wool Blankets of exquisite softness. Neatly bordered, whipped ends. 68x80in; 7½lb pair; Two lovely All White Fleecy Blankets, whipped ends, 60x80in: 4lb pr; Two pure White Pillow Cases, 20 x 30in; One Bolster Case to match, 20 x 60in; Two Grey Bolton Twill Hemmed Sheets, 70 x 90in, 4lb per pair; One Alhambra Quilt, 73in x 94in.

Complete Bale, Carriage Paid 42/- 3/6 NOW, 3/6 MONTHLY.

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3/6 NOW

PENETROL BRAND INHALANT

Now obtainable in Trial Size 6d

Also 1/3 & 2/- ALL CHEMISTS

MOTHER and CHILD Do Better Now . .

TIME was, not so long ago, when women were terrified by the prospect of having their first child.

There was some reason for this. In a sadly large number of cases the day that should have been one of rejoicing in the gift of new life was turned to one of sorrow and mourning.

Now, happily, that is all changed, and new meaning has been given to the familiar greeting, "Many happy returns of the day!" for the mother as well as for the child.

"No healthy woman need fear childbirth to-day," is the declaration of Miss Edith G. Dare, the matron of Queen Charlotte's Maternity Hospital and Midwifery Training School at Marylebone, the most famous hospital of its kind in the world.

"Weighing in" for the race of life. Bonny bairns at Queen Charlotte's

It is a declaration made with authority, for during the thirty years that Miss Dare has been connected with the world-famous institution she has personally assisted at over ten thousand births and has been responsible in her official capacity for the conduct of more than forty thousand maternity cases.

The secret of the safety and comfort which commonly attends childbirth nowadays, the talisman which has freed it from the terrors and suffering with which it was formerly surrounded, is largely to be found in ante-natal treatment.

Whereas formerly a woman waited through months of anxiety before calling in a midwife or doctor, or entering hospital—nowadays she is encouraged to attend an ante-natal centre.

SHE is at once thoroughly examined and given guidance as to the best course to pursue so as to maintain her bodily health in the highest possible condition in preparation for motherhood.

At the same time, of course, the fact is stressed that maternity is a perfectly simple and natural function, and that a woman who takes care of her health need not be apprehensive of any dreadful ordeal in fulfilling that function.

Generally speaking, a few hints regarding suitable diet and exercise, concerning which inexperienced expectant mothers sometimes have strange ideas, are all that is called for. Such cases progress favourably without special attention until they are either taken into hospital or treated in their own homes by highly skilled obstetricians and midwives provided by the hospital.

It is in cases where there are abnormalities that the value of the work of the ante-natal centres is chiefly apparent. In these cases early steps may be taken to avoid complications which would probably supervene without special treatment, and the expectant mother may be taken into hospital a month or more before her baby is born.

Most of the terrors which have afflicted inexperienced expectant mothers have been due to tales they have heard of the suffering that has attended abnormal cases which have not had the advantage of pre-natal treatment. The work of the ante-natal centres has reduced such cases to a minimum, and they are now few and far between.

HURRY! HURRY!!

For your final opportunity for £50 a week for Life or £25,000 for sixpence to help the hospitals, turn to pages 4 and 5 NOW

Some idea of the value of pre-natal treatment may be gained by a comparison of the rate of mortality in cases which had attended the Ante-Natal Department of Queen Charlotte's, and the rate among emergency cases which had not availed themselves of that advantage.

The emergency patients were all sent in at the last moment, generally critically ill, and sometimes almost at the point of death. In 1931 there were 240 such cases, and six died—a mortality rate of 25 per thousand.

In the same period, 2,273 cases which had received pre-natal treatment were admitted, of which six died—a mortality rate of only 2.6 per thousand.

The effect of pre-natal treatment on the babies is equally apparent, for whereas the death-rate in emergency cases was 64.7 per thousand, it was only 2.16 per thousand when the mothers had attended the Ante-Natal Department.

These figures may be supplemented by statistics of the births in the homes of patients under the supervision of midwives from Queen Charlotte's.

During 1931 the hospital's midwives attended 1,780 patients in their own homes in Marylebone, Paddington, Kensington, Kilburn and Hammersmith—all, be it noted, working-class districts. Only one of these mothers died, and only fourteen babies—a death-rate of 8 per thousand.

The explanation of this low rate of mortality is to be found in the fact that during the year there were 20,994 attendances at the three Ante-Natal Centres conducted by Queen Charlotte's at Marylebone, North Kensington and Hammersmith.

EVEN after a baby is born a modern maternity hospital like Queen Charlotte's proceeds to exercise a benevolent care of the mother and child until both are entirely free from danger of any misfortune through ignorance or neglect. Where it is deemed desirable both are sent to convalescent homes where they may thrive with the happiest recollections of the day that was once so much dreaded.

There is one birthday that is always remembered at Queen Charlotte's. Mrs. X had been admitted to the hospital in a condition of such complication that a decade or so ago there would have been little hope of saving either her or her child. But both were saved, and now, each year, the matron receives a letter:

"I send you herewith the annual subscription from my boy, who is now four years old. My husband and I will never forget all you did for us five years ago. I thank God every night for you!"

Terror and dread changed to a happy birthday!

Race with "Silver Ring"

LINCOLN FINALS

THE flat-race campaign of 1933 will be in full swing, and the Lincolnshire Handicap Turf history, by the time my next notes appear. One has to "listen-in" to a large extent when weighing up the chances of the Carholme candidates, but I am standing on

TOTAIG and WINSTER.

During the past few days I have learned that there is inspired money in circulation for Glannarg, that the Manton cast-off, Link Boy, is a reformed character at Middleham, and that Heaven Sent has literally toyed with his stable-companion, Great Scot.

Heaven Sent was fairly useful in Egypt, but did nothing here last season to suggest that he was capable of winning a "Lincoln," or any other race.

At the moment of writing I understand there is just a chance that in the event of the going not being suitable, Totaig will be reserved for a later race. In that event, of course, Winster becomes the selection.

I shall have another opportunity of referring to the Grand National, but unless anything unforeseen occurs, shall rely on Heartbreak Hill

The Grand Military Meeting at Sandown Park this week-end: I do not expect Insurance to go for the Imperial Cup and shall not be surprised if Wenceslas comes up at a nice price. Wily Bird may take the Grand Military 'Chase and Mighty Chance the Victory 'Chase.

To ensure success in speculation during the early weeks of the flat-racing season it is essential to know of the fit and fancied horses. The best advice that can be given is to invest twopence every Saturday in the *Sporting Life* Weekly Edition—a mine of information for racing and football followers.

"SILVER RING'S" CODE

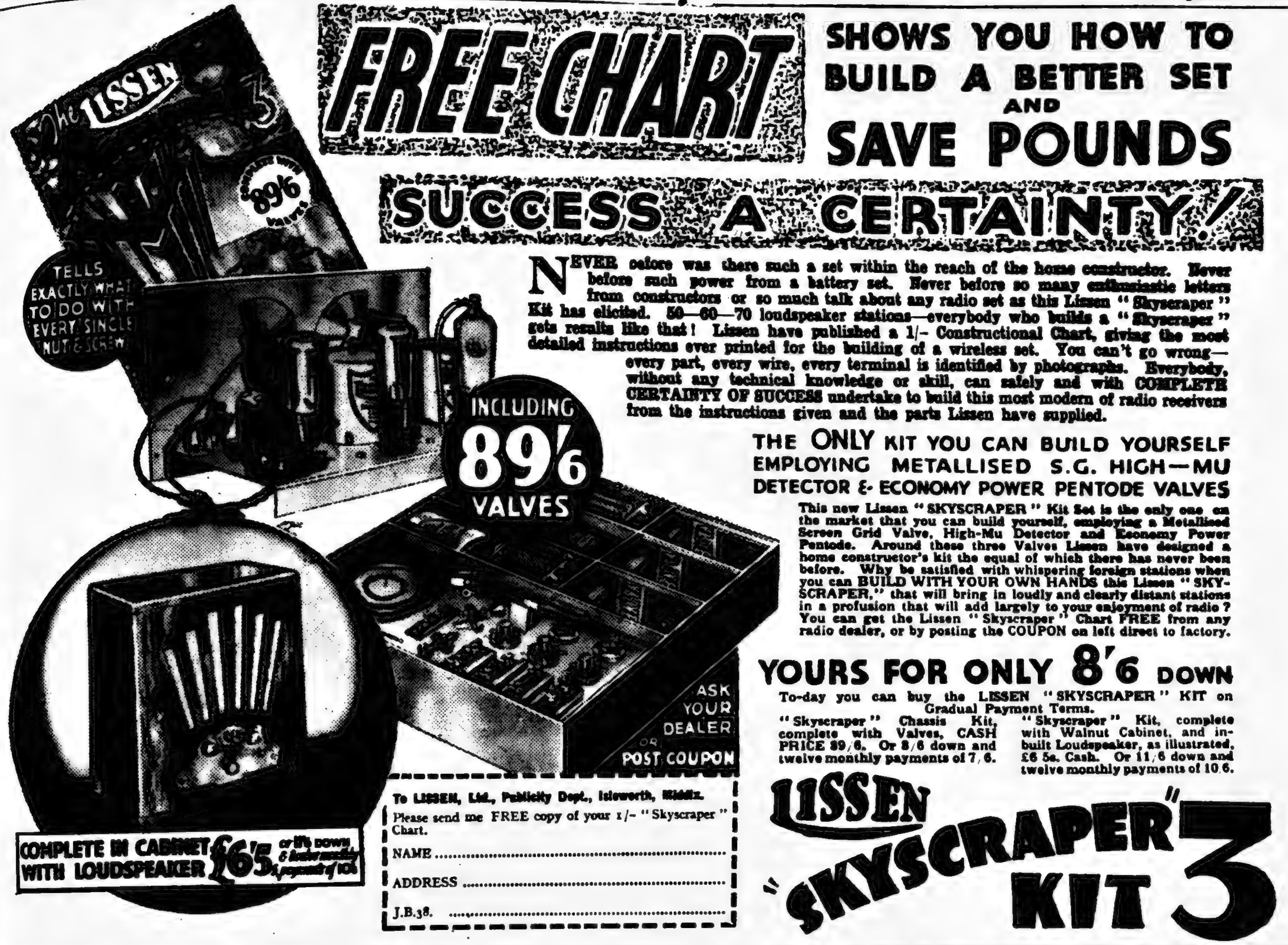
The Code for this week is as follows. It covers the racing from Thursday, March 16, to Wednesday, March 22.

A	Q	C	93	B	94	M	P	U	X	Z	R	98	T	F	O
K	H	J	I	95	E	D	V	Y	97	L	W	N	96	G	S

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below.

KVSO96KOU would read APOSTASY.

Where a double letter occurs in the name of a horse the figure 2 is substituted. R94Z29398F96S98 would read WELLINGTON.


The LISSEN
89/6
TELLS EXACTLY WHAT TO DO WITH EVERY SINGLE NUT & SCREW
INCLUDING 89/6 VALVES
ASK YOUR DEALER OR POST COUPON
COMPLETE IN CABINET WITH LOUDSPEAKER £6'5 or 11/6 down & twelve monthly payments of 10/6

FREE CHART SHOWS YOU HOW TO BUILD A BETTER SET AND SAVE POUNDS

SUCCESS A CERTAINTY!

NEVER before was there such a set within the reach of the home constructor. Never before such power from a battery set. Never before so many enthusiastic letters from constructors or so much talk about any radio set as this Lissen "Skyscraper" Kit has elicited. 50—60—70 loudspeaker stations—everybody who builds a "Skyscraper" gets results like that! Lissen have published a 1/- Constructional Chart, giving the most detailed instructions ever printed for the building of a wireless set. You can't go wrong—every part, every wire, every terminal is identified by photographs. Everybody, without any technical knowledge or skill, can safely and with COMPLETE CERTAINTY OF SUCCESS undertake to build this most modern of radio receivers from the instructions given and the parts Lissen have supplied.

THE ONLY KIT YOU CAN BUILD YOURSELF EMPLOYING METALLISED S.G. HIGH—MU DETECTOR & ECONOMY POWER PENTODE VALVES

This new Lissen "SKYSCRAPER" Kit Set is the only one on the market that you can build yourself, employing a Metallised Screen Grid Valve, High-Mu Detector and Economy Power Pentode. Around these three Valves Lissen have designed a home constructor's kit the equal of which there has never been before. Why be satisfied with whispering foreign stations when you can BUILD WITH YOUR OWN HANDS this Lissen "SKYSCRAPER," that will bring in loudly and clearly distant stations in a profusion that will add largely to your enjoyment of radio? You can get the Lissen "Skyscraper" Chart FREE from any radio dealer, or by posting the COUPON on left direct to factory.

YOURS FOR ONLY 8/6 DOWN

To-day you can buy the LISSEN "SKYSCRAPER" KIT on Gradual Payment Terms.

"Skyscraper" Chassis Kit, complete with Valves, CASH PRICE 89/6. Or 8/6 down and twelve monthly payments of 7/6.

"Skyscraper" Kit, complete with Walnut Cabinet, and in-built Loudspeaker, as illustrated, £6 5s. Cash. Or 11/6 down and twelve monthly payments of 10/6.

To LISSEN, Ltd., Publicity Dept., Isleworth, Middx.
Please send me FREE copy of your 1/- "Skyscraper" Chart.
NAME ....
ADDRESS ....
J.B.38. ....

LISSEN "SKYSCRAPER" KIT 3

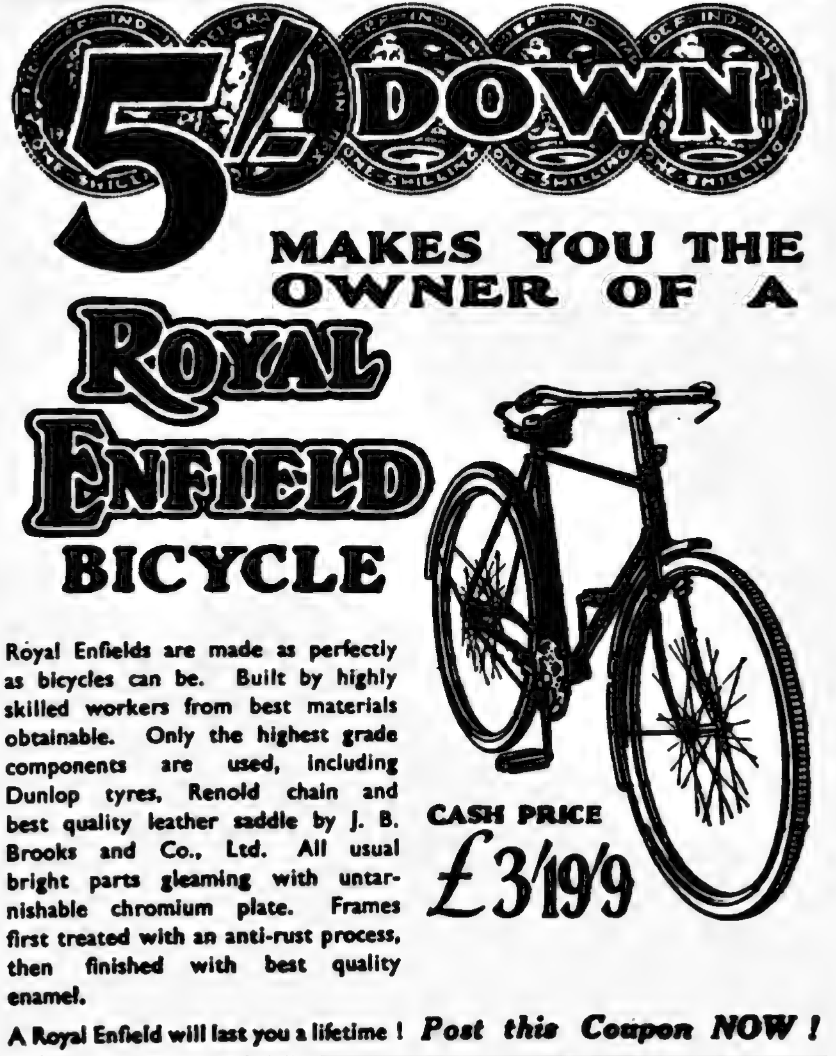
ACTUAL SIZE

The little cigar with the big reputation

WILLS'S WHIFFS

Cartons of 3 . . . 6D
" " 6 . . . 1/-
Flat tins of 12 . . . 2/-

W.W.8



5/- DOWN MAKES YOU THE OWNER OF A ROYAL ENFIELD BICYCLE

Royal Enfields are made as perfectly as bicycles can be. Built by highly skilled workers from best materials obtainable. Only the highest grade components are used, including Dunlop tyres, Renold chain and best quality leather saddle by J. B. Brooks and Co., Ltd. All usual bright parts gleaming with untarnishable chromium plate. Frames first treated with an anti-rust process, then finished with best quality enamel.

CASH PRICE £3/19/9

A Royal Enfield will last you a lifetime! *Post this Coupon NOW!*

Please send Cat. D.1.
THE ENFIELD CYCLE CO., LTD., REDDITCH.
Name ____________________
Address ____________________
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Shave with
6D
a "LAUREL."

Blackheads!
Enlarged Pores!

Watch Them
Fall Away

Get a Clear
New Skin
in 3 days

This New Easy Way!

No person need have such ugly blemishes now. This new skin-making discovery in Crème Tokalon Skinfood (White Colour) penetrates, dissolves deep pore dirt and blackheads so that they fall away. It soothes irritated skin glands, tightens enlarged pores; whitens and beautifies the darkest, roughest skin and gives an indescribable youth-like skin and complexion obtained no other way, in only three days' time! Any good pharmacist will tell you so.

WRITE DIRECT THE BIG TWO NO AGENTS

THE
LINCOLN
AND THE
NATIONAL

Send for Long Odds Price List.
EVERY HORSE QUOTED.
LETTER COMMISSIONS FROM 1/-
up to any amount accepted
in accordance with rules.

Commissions bearing a time stamp not later than the set time of the race—any race—will be on at Full Starting Price or Totalisator Returns as desired.

WINNINGS BY RETURN

THE "BIG TWO"
"CHALLENGER" FIXED PRICE
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6-LEAGUE 5-LEAGUE 4-LEAGUE
NOTHING BARRED
NOTHING STARRED
SEND FOR PARTICULARS OF OUR COMPLETE SERVICE

DAVID COPE
& ALFRED H. MAURICE, LTD.,
227, BATH STREET, GLASGOW, C.2

When I LOST MY NERVE

An audition at Broadcasting House

IT was at college when I had to deliver a trial sermon in the presence of my professors and, worse still, my colleagues. The text was given out confidently, but after proceeding for a few minutes, memory failed.

I was in a state of panic, but continued to speak at a rapid rate, in a higher key. Then I recollected the theme, gathered up the thread, and finished creditably.

I was congratulated by my hearers, some of whom referred to certain passages of real eloquence. Those passages were delivered when I lost my nerve!—*Ex-Student, Wallasey.*

Duty Called

I was attending my first operation; the silence could almost be felt; the surgeon had arrived, and sister motioned to me for a fresh swab.

The stern command I had had over my nerves seemed to collapse; I felt an hysterical desire to scream. Another second I should have let my emotions oust my usual common-sense.

Like a healing benediction came the voice of the surgeon: "Nurse, you hold this woman's life in your hands," and instantly sweet reason again took command.—*Nurse, Merthyr Tydfil.*

Too Much

I tended our sick and suffering during the Great War, have climbed treacherous mountains when holidaying, touched sixty miles an hour with my father's car, and taken most dangerous obstacles in the hunting-field.

I have sung and recited before large audiences in aid of our hospitals and other institutions, and deputised for my mother at society functions.

One evening, as I sat alone with my young man, he asked me to become his wife. That was when I lost my nerve, taking a whole week to say "Yes."—*Romance, Worcester.*

Ended Career

I entered the butchering trade as slaughter-man's assistant, and was put to kill the "smalls." How brave I felt as I buckled on my steel and pouch.

Entering a pen of lambs, I dragged out a little one and placed it on the rack. As I drew out my knife to kill it, it bleated pitifully.

That touched my heart and I lost my nerve, thus ending my career as a butcher. —*A. F., Worcester.*

Studio Jumps

Some time ago I obtained an audition date with the B.B.C., and duly appeared with an operatic aria I had practised for weeks.

I was shown into a waiting-room with others, some obviously professional artistes.

I jumped when somebody called my name and I went into the studio. My voice, which had sounded powerful at home, was reduced to almost a whisper. I finished the song somehow and—fled.—*J. E., Surrey.*

Honeymoon Fright

During my honeymoon at Borrowdale, I had rowed from there to Keswick. After a picnic lunch, my wife and I turned to row back in time for dinner.

Suddenly a fierce squall arose. The wind rushed down Borrowdale valley, turning Derwentwater into a veritable maelstrom, and gigantic waves threatened to overwhelm us.

I lost my nerve completely, the sound of the wind and the raging of the waters bewildered me. Death by drowning would have been our fate had not a motor-boat rushed to our aid and towed us to safety. —*M. T., London.*

OUR LETTER PARLIAMENT

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published; 2s. 6d. for "Shorts." Envelopes, marked "Letter Parliament," must reach us by first post on Tuesday, March 21.

When I was "April Fool"

No Soloist

Two bars were played on the organ, then two more—I could not start singing. The congregation was waiting. Two more bars, as the organist peered anxiously over the organ.

My throat was full of hot sand, it seemed. A dry, terrified note was as much as I could force out. My head went back and shook with my voice.

My senior in the choir took up the solo with confidence w
hung my head. I wou
solo-boy: I had lost
London, N.

Cree

I have a peculiar dre
insects of the creepy-c

Imagine, therefore, my
ing, when reading by t
bungalow in the West
dreaded tarantula spide
curtain near my head.

Staring at this monst
man's hand and covere
hair, I was momentaril
wife's voice, warning
produced the desired ef
despatched the intrude

Without doubt, for th
I completely lost my n
Park, W.

Silent Com

Twenty years ago I,
just caught a train, ge
riage with an old ma
corner, asleep, as I thou

As the train's speed i
riage rocked and he f
pulsively I went to h
found, to my horror, he
with him; no stop t
nearly an hour's run!

I completely lost my
of notifying the autho
of the journey, I slippe
away without a word.—

Mother's

My baby was so seri
operation was the only
her life. My nerve fa
reached the hospital
I could not go to the w

I felt somehow ever
The very worst thou
mind. Would I see my
again? My brain was
gone.

To-day that baby is
ful child. My nerve i
fear of the dread pa
Bargoed.

Not a S

On guard duty, I h
narrow path through a
I found myself in front
hanging from a tree.
guard-room, where I r
seen.

Taking three of my
hurried out to investiga
dragging a dummy figu
mental parachute drop

Stories I had heard
who had committed s
go back to France had
—*R. M., Clydebank.*

* *

It was just before m
I was filled with a terri
I have the loveliest ba
without for all the worl

I had the misfortune
little girl whilst driving
my nerve entirely, and
—*Ex-Driver, Manchester*

A shell burst into a
gas-guards did duty, a
stretcher-bearer. Ther
less men and one horr
two legs off.—*Stretcher*

We had heard the Ne
and then retired to
being then in the be
spirits. Four hours l
leaving me heartbroke
daughters.—*Heartbrok*

EXPERT SOCCER FORECASTS

Selections for March 18.

ENGLISH CUP—Semi-Final.
*(1) EVERTON v. West Ham.
(2) DERBY v. Manchester City.

FIRST DIVISION
(1) W. B. ALBION v. Portsmouth.
**(2) ARSENAL v. Wolverhampton.
(3) BIRMINGHAM v. Chelsea.
(4) BLACKBURN v. Bolton.
(5) Blackpool v. VILLA.
(6) Leeds v. Liverpool.
**(7) WEDNESDAY v. Leicester.
(8) Sunderland v. Huddersfield.

SECOND DIVISION.
(1) FULHAM v. Plymouth.
**(2) BURY v. Preston.
(3) Chesterfield v. Forest.
(4) LINCOLN v. Burnley.
(5) MILLWALL v. Grimsby.
(6) Notts v. Manchester U.
(7) Port Vale v. TOTTENHAM.
*(8) SOUTHAMPTON v. Oldham.
(9) SWANSEA v. Stoke.
(10) BRADFORD CITY v. Charlton.

SOUTHERN SECTION.
(1) NORTHAMPTON v. Q. P. Rangers.
*(2) BRENTFORD v. Gillingham.
(3) TORQUAY v. Watford.
(4) BOSCOMBE v. Brighton.
(5) BRISTOL C. v. Southend.
(6) Orient v. Aldershot.
(7) COVENTRY v. C. Palace.
(8) LUTON v. Reading.
(9) Newport v. NORWICH.
(10) Swindon v. Bristol R.
*(11) EXETER v. Cardiff.

NORTHERN SECTION.
(1) Halifax v. Barrow.
(2) STOCKPORT v. Southport.
**(3) WREXHAM v. York.
(4) BARNSLEY v. New Brighton.
(5) DONCASTER v. Rotherham.
(6) DARLINGTON v. Mansfield.
(7) GATESHEAD v. Rochdale.
(8) Hartlepools v. Chester.
**(9) HULL v. Accrington
(10) TRANMERE v. Carlisle.
*(11) WALSALL v. Crewe.

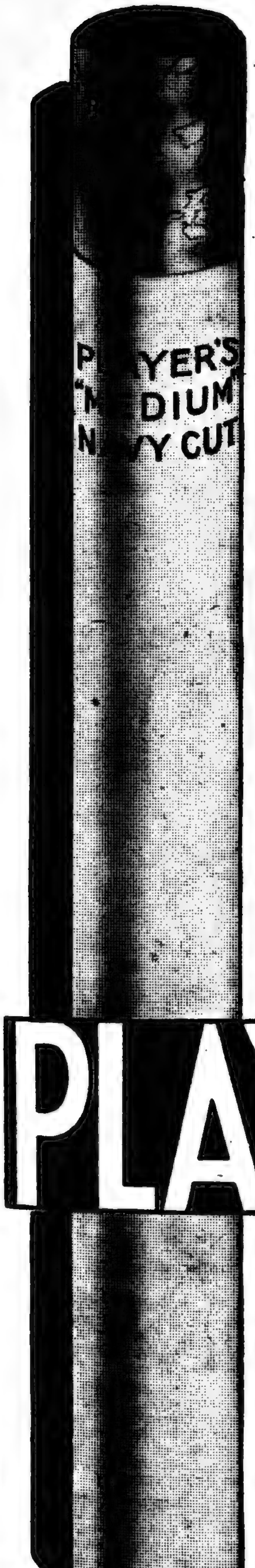
SCOTTISH CUP—Semi-Final.
(1) CELTIC v. Hearts
**(2) MOTHERWELL v. Clyde.

SCOTTISH LEAGUE.
(1) E. Stirling v. Third Lanark.
(2) Morton v. ST. JOHNSTONE.
(3) Airdrie v. Dundee.
(4) COWDENBEATH v. Ayr.
(5) HAMILTON v. Aberdeen.
(6) Kilmarnock v. RANGERS.

SPECIAL STAR CODE.

Probable winners are set in capitals. Where no distinction is made a draw is likely. Best selections are marked with two asterisks, and next best with one.

As injuries to players and consequent alterations in teams may affect the chances of different clubs we shall publish last-minute JOHN BULL selections in code in the *Daily Herald* and *Sporting Life* each Friday morning. Example Code.—Div. I.—7 (*II*); Div. II.—7 (*A*); Northern Section—3 (*II*); Scottish League—2 (*A*) would indicate Wednesday, Tottenham, Wrexham and St. Johnstone.



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HB. 35

MANUFACTURING PROFITS
WHOLESALERS' PROFITS
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REDUCED
EKCO
QUALITY RADIO now at ROCK BOTTOM PRICES
(See page 20)

"Dr. MULLER" Brand

Concentrated Nerve Food
EATEN LIKE FOOD

Recreates the Mental and Physical Powers of Exhausted Constitutions

If stress of work, anxiety, or ill-health are forcing you down the hill which leads to mental and physical degeneration you can, and should, arrest the downward progress. Nothing is more effective for this purpose than the brand of concentrated nerve food advocated by Dr. Muller, which is far and away the best in its class. No cooking or preparation is required. You simply eat four or five pieces a day, any time, but preferably after meals. Keep this practice up for a few weeks and you will not know yourself as the same person.

Nerve Exhaustion is "starvation" of the nerve cells; the sufferer cannot extract from his daily food a sufficiency of the precious concentrated Nutrient the nerve cells live and thrive upon. Dr. Muller's preparation is identical with the natural nutrient the brain and nerve cells live and thrive upon. It is a marvellous reconstructive in mental and physical exhaustion and revitalises the brain and nerve centres in a natural way.

A Healthy Nerve

If you send your name and address, a sample box, sufficient for seven days, will be sent post free, together with a copy of "The Way to Health," of which 390,000 copies have been circulated. Write: 105A, The Muller Laboratories, 37, Manchester St., Manchester Square, London, W.1.

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The Editor Laughs LAST

If you are troubled by any matter you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. JOHN BULL does the rest. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.

S. W. (Pixley).—"Judges' hours are too long." Trying times.

D. A. (Feltham).—"Girls cause less anxiety than boys." To their parents, maybe.

J. S. (Bournville).—"While motoring to the North recently I was robbed on the open road." We know those garages.

K. D. (Hastings).—"How do you keep currency notes clean?" How do you keep currency notes at all?

DOCTOR (Romford).—"At this time of the year women get irritable." They are ready for a dust-up.

D. G. (Paris).—"I am sending you this article by air mail." We don't want any more of your high-flown stuff.

P. S. (Welwyn).—"Elstree has a long way to go before it is abreast of Hollywood." Yes, about 6,000 miles.

O. B. L. (Stoke).—"I am a sailor and have had to give up smoking owing to reduction in my pay." Another Navy cut.

JEWELLER (E.C.4). — "A tremendous number of people are having their ears pierced." By some of these wretched foreign stations?

M. H. (Luton).—"The first dance I had with a pretty girl made her long for another." Partner?

PERCY (Hampstead).—"In the spring a young man's fancy ——" Is either scratched or turns out an also ran.

J. L. (King's Lynn).—"When my wife wants me to give her anything, she always whispers." And, no doubt, shouts if she can't get it.

F. B. (Barmouth).—"Beware! Where there is rubbish, there are germs." Don't worry—we always have your letters sterilised before we handle them.

MRS. S. (Chester).—"How do you explain the miracle of a tiny seed becoming a beautiful flower?" The sparrows must have overlooked it.

S. A. (Barnes).—"The women of some Congo tribes are not allowed to speak." Who said the African native was unenlightened?

F. R. (Peckham). — "In what terms should one describe the volume of sound from a loud-speaker?" Hoarse power.

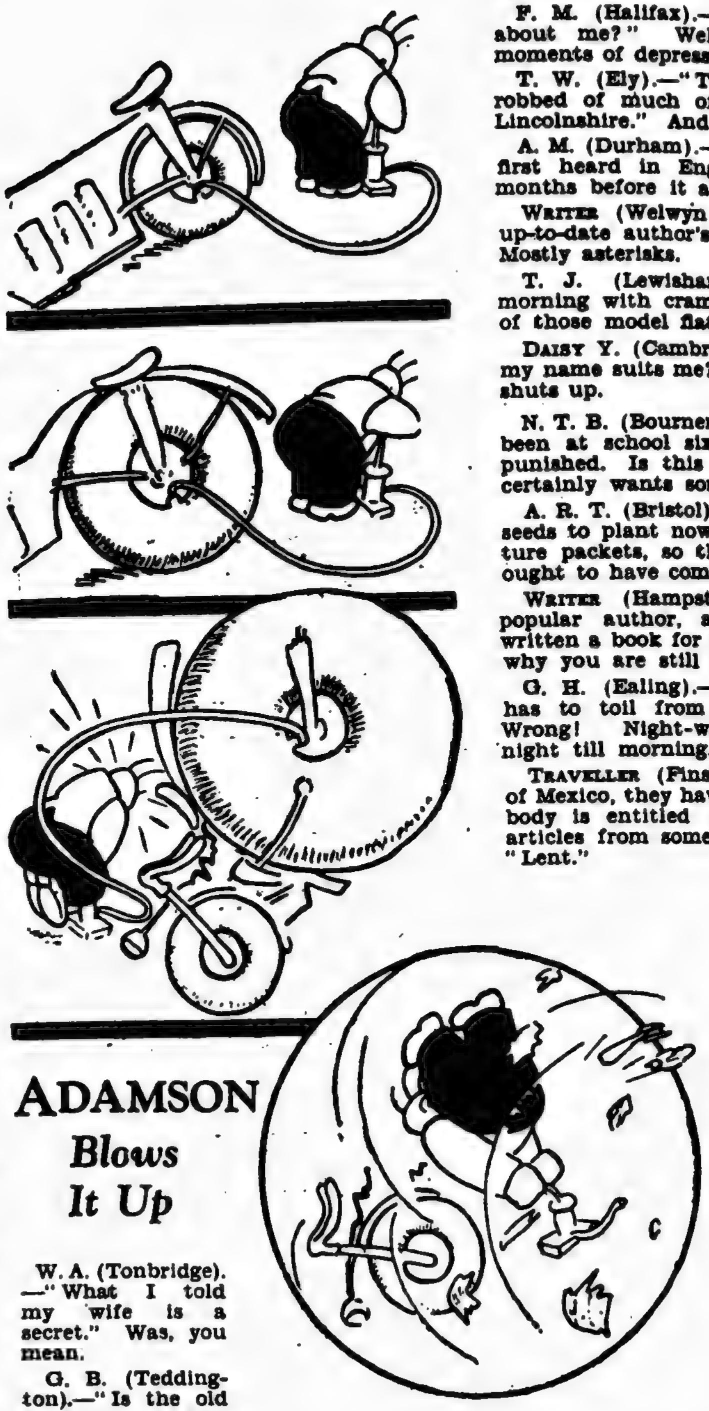
R. S. (Newcastle).—"What does the average woman like for her silver wedding?" Not to be reminded of it.

POULTRY-KEEPER (Southend). —"I have the finest roosters in the whole country." Then why not leave them to do the crowing?

G. W. (Frome).—"Is allowing gas to escape a punishable offence?" Sorry, but we cannot answer political questions in these columns.

P. D. (Burslem).—"I am a reliable weather prophet, and when I predict rain it always rains." And no doubt the same thing generally happens when you predict that it's going to be fine.

W. J. M. (Southampton).—"I read that a brick-laying machine has been invented that will work in the same manner as a man." The only difference is that it cannot lean up against a wall and have a smoke.



ADAMSON Blows It Up

W. A. (Tonbridge). —"What I told my wife is a secret." Was, you mean.

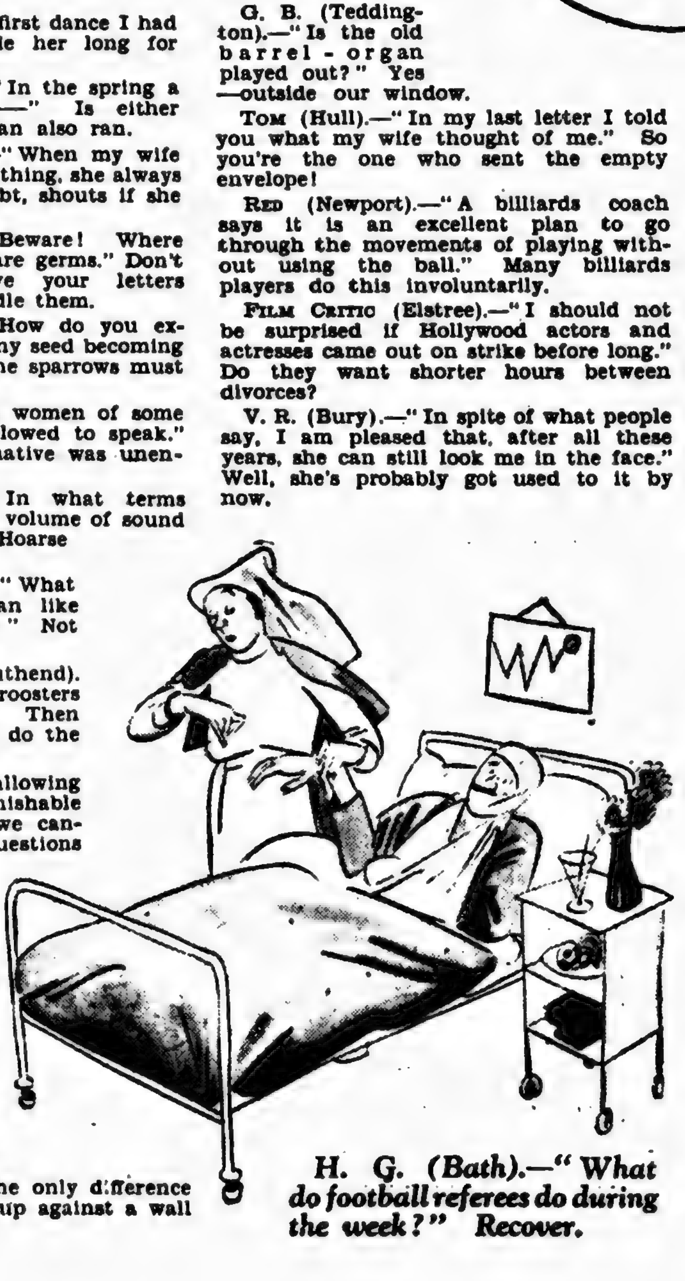
G. B. (Teddington).—"Is the old barrel-organ played out?" Yes—outside our window.

TOM (Hull).—"In my last letter I told you what my wife thought of me." So you're the one who sent the empty envelope!

RED (Newport).—"A billiards coach says it is an excellent plan to go through the movements of playing without using the ball." Many billiards players do this involuntarily.

FILM CRITIC (Elstree).—"I should not be surprised if Hollywood actors and actresses came out on strike before long." Do they want shorter hours between divorces?

V. R. (Bury).—"In spite of what people say, I am pleased that, after all these years, she can still look me in the face." Well, she's probably got used to it by now.



H. G. (Bath).—"What do football referees do during the week?" Recover.

JACK (Oxford).—"I owe my income to my ability to write." Home?

F. M. (Halifax).—"Do you ever think about me?" Well, we do have our moments of depression.

T. W. (Ely).—"The Grand National is robbed of much of its glamour by the Lincolnshire." And that's Flat.

A. M. (Durham).—"When is the cuckoo first heard in England?" About two months before it arrives.

WRITER (Welwyn Garden City).—"The up-to-date author's life is full of risks." Mostly asterisks.

T. J. (Lewisham).—"I wake every morning with cramp." That's the worst of those model flats.

DAISY Y. (Cambridge).—"Do you think my name suits me?" No. A daisy often shuts up.

N. T. B. (Bournemouth).—"My boy has been at school six years without being punished. Is this a record?" The boy certainly wants some beating.

A. R. T. (Bristol).—"What are the best seeds to plant now?" Those out of picture packets, so that you can see what ought to have come up.

WRITER (Hampstead).—"I am still a popular author, although I have not written a book for years." Perhaps that's why you are still popular.

G. H. (Ealing).—"Every working man has to toil from morning till night." Wrong! Night-watchmen work from night till morning.

TRAVELLER (Finsbury Park).—"In part of Mexico, they have a period when everybody is entitled to borrow money or articles from somebody else." A sort of "Lent."

GEORGE (London, N).—"The only thing I ever stole I quickly returned." Was it a kiss?

GREENHORN (Rugby). —"What can one grow in a garden of 60 yds. square?" Terribly tired!

T. M. (Holborn). "The pickpocket who tried to extract my wallet turned out to be an octogenarian." An old hand at the game?

EXPERT (Dulwich).—"Amateur skaters are prone to carelessness." And after they have been careless they are certainly prone.

H. K. (Wimborne). — "Scientists are able to tell when cracks are about to appear on the earth's surface." So is anybody who sees the workmen arriving with their pneumatic drills.

D. G. (Cambridge).—"An explorer is offering a conducted tour of the African jungle for £150." This should be a boon for spring-cleaning refugees who can afford it.

R. J. S. (London, N.W.).—"Do you realise what the installing of electric power into every house would mean?" Yes—another excuse for the local authorities to dig up the road.

MISS K. (Sudbury).—"A well-known chess player has grown a beard." It is denied, however, that he cultivated the thing while waiting his turn during a match.

V. C. R. (Heaton).—"There is no such thing as complete emptiness." Next time we are trying to extract a stamp from a Post Office machine we should like you to stroll along.

R. A. (Newquay).—"I remember a Cornish competitor winning the first £1,000 ever offered in *Bullets*." You'll be interested in another piece of competition history on page 47—we've just scored the hat-trick with a £1,000 First for three weeks running.

R. Y. (Bicester).—"There are certain atmospheric areas where it is absolutely impossible to transmit wireless signals." We can't help wishing that Marconi had conducted his earliest experiments in one of them.

C. R. (Burnley).—"It is claimed for a fifteen-year-old Leeds schoolboy that he understands all Einstein's theories." We understand that this prodigy is now going to find out the meaning of an income-tax form.

K. R. (Dulwich).—"A jazz composer who lost his inspiration regained it on being treated by a hypnotist." In fairness to the hypnotist, however, it must be realised that perhaps he didn't know the facts of the case.

(Many replies are unavoidably held over)

"John Bull" Guarantee

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee.

All goods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked—

In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull" and in the case of dispute the decision of our Managing Director shall be final.

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1/3 and 3/-
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'NOSTROLINE'

Free Sample from "Nostroline" J.26, Clifton, Bristol

£1,450 Won in Crossword No. 202.

In the above Competition, correct solutions were received from the following eight competitors, who share the £1,250 offered. To each of them, subject to the conditions of the Competition, a cheque for £156 5s. 0d. will be sent.

A. E. Buxton, Tilney St. Lawrence, King's Lynn.
G. V. Clarke, 64, Beech Road, Luton, Beds.
E. Gibbons, 110, Roxborough Road, Harrow.
Mrs. M. J. Davis, 3, Auburn Villas, Rathgar, Dublin.
A. Horn, 4, St. George's Road, Cosham, Hants.
L. Read, Lough Neagh, Rock Lane, Towneley, Burnley.
Mrs. W. Smith, 13, Landless Street, Brierfield, Lancs.
G. White, 2, Bloomfield Terrace, Leeds.

Any other entrant who claims to have sent a solution eligible for a share of this prize must demand a scrutiny by First Post, Tuesday, March 28th, sending £1 Scrutiny Fee, copy of solutions and Postal Order number. Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the Award of £100 to Runners-up. This prize has been divided between 100 competitors, from whom we received solutions containing one error, and who will each receive £1. A list of these winners can be seen at the "John Bull" offices and all have been notified.

BONUS WINNERS IN CROSSWORD No. 200.

32 competitors qualified to share the extra £200 offered in this contest, and payments of £6 5s. 0d. each will be despatched accordingly.

Another Splendid X-word with a First Prize of a Life Pension of £100 a Year and £500 each and prizes for runners-up appears on page 44. Try your skill now.

His Hair Grew Again

"My husband's head was in a terrible state," writes Mrs. Jobson. "One big bald patch on the top of his head was the size of a teacup, on which there was not a single hair.

We had spent pounds on trying to get this condition different before we tried Kotalko, and that was the best investment we have ever made. The photo shows the fine head of hair my husband now has."

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SOAP
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What better way to start the day than to shave with Cuticura Soap Shaving Stick! Containing the medicinal and emollient properties of Cuticura it enables tender-faced men to shave in comfort and leaves the skin free from any tense, dry feeling. *Price 1s. 3d. Sold at all chemists.*

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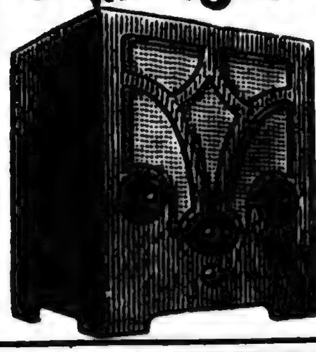

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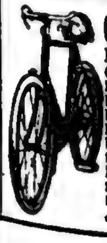

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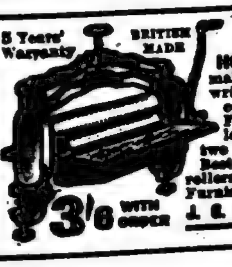

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makes light work of all the wringing & mangling. Strong, compact, and easy running. Fits either table or tub. Malleable castings, cog guard, two mangling boards & trough. Best quality 16in white rubber rollers. Price 21/- or 2/6 monthly. Furnishing Catalogue Post Free.

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£100 EXTRA BONUS BETWEEN RUNNERS-UP WHO HAVE SENT IN TWO 6D ENTRIES IN THE SAME ENVELOPE

Another great 2-in-1 First Prize is waiting to be won in this week's Crossword—a fine cheque for £500 cash and a Life Pension of £100 a year to follow!

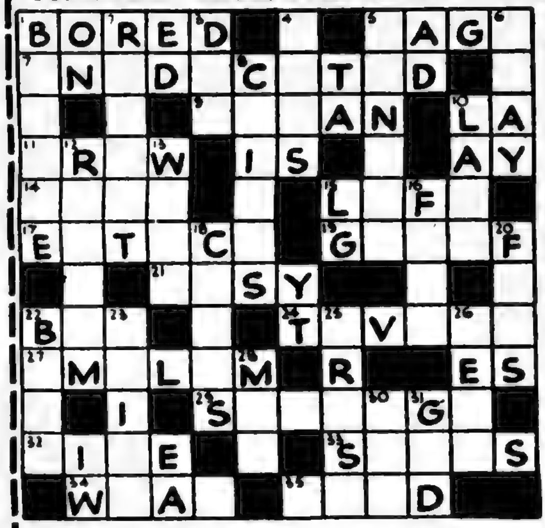
Think of all the problems which £500 in your pocket would solve at once and consider all the benefits of a regular income for life! Well, these blessings may be yours if you spend an amusing half-hour with the interesting puzzle below.

Should you just miss this splendid First, remember that a place amongst the Runners-up will bring a substantial reward—the sum of £200 in all is to be divided as announced between entrants of "next best" solutions.

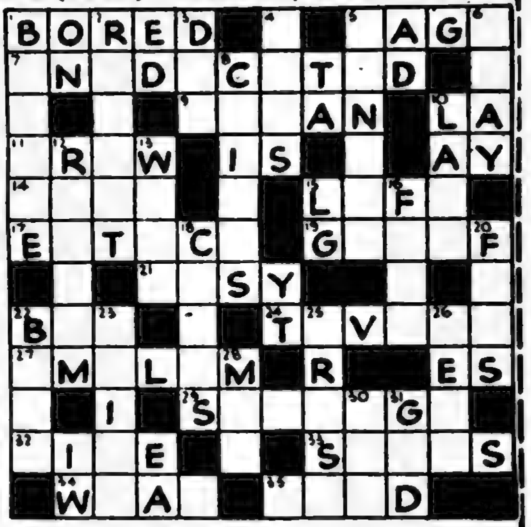
Out with your pen and start on those Clues now—your entry must be in by Thursday, March 23, so you have no time to lose!

News of tremendous importance to every entrant for "John Bull's" out-of-the-ordinary Crossword Contest will be found on this page next week—look out for it!

"JOHN BULL" CROSSWORD No. 205—CLOSING (NOON) THURSDAY, MARCH 23, 1933.



JB-205



JB 205

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto, and

enclose P.O. value......No...........
Readers in Scotland ineligible. See Rule 5.

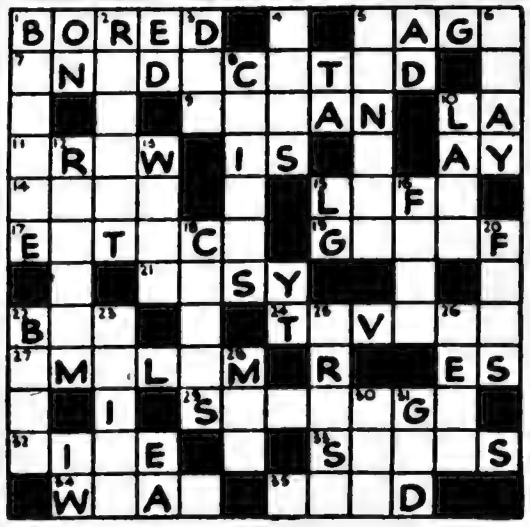
ENTRY FEE
for 2 Squares
6D.

SIGNED ....

ADDRESS..

....

"JOHN BULL" CROSSWORD No. 205—CLOSING (NOON) THURSDAY, MARCH 23, 1933.



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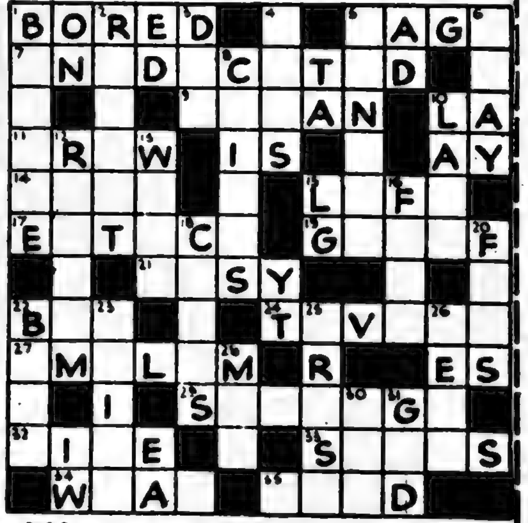


JB-205

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto, and

enclose P.O. value......No...........
Readers in Scotland ineligible. See Rule 5.

ENTRY FEE
for 4 Squares
1/-

SIGNED ....

ADDRESS..

....

GREAT NEW BONUS OFFER!

We shall announce next week a startling new Crossword development, bringing every reader the opportunity of adding £5 to any prize secured.

"John Bull" will pay a Life Pension of £100 a year and £500 cash (or a lump sum of £1,250 cash) for a correct solution on one square of the puzzle below. Failing a correct solution the prize will be awarded to the reader whose entry is the nearest correct solution. An additional £100 will be divided between those competitors who enter squares containing one error only, or only one error more than the winning solution. An extra Bonus of £100 will be divided between Runners-up from whom we have received two sixpenny coupons in same envelope. Solution of puzzle will be published in "John Bull" on sale Thursday, March 30, 1933, and winner in "John Bull" on sale Thursday, April 6, 1933.

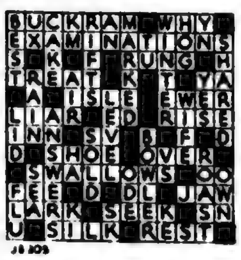
CLUES ACROSS

1. Fed up
5. Common name for cigarettes
7. Describes child whose schooling's neglected
9. Provides church's music
11. Increased in size
14. Haunt of lovers
15. What drill-sergeant keeps saying
17. Lure
19. Great sorrow
21. Describes that schoolgirl complexion
22. A snake and three-parts of an animal
24. There's one in the town, if not more
27. A symbol
29. Auntie's are usually worth remembering
32. Leaves its mark on the sands
33. Audience sits in these
34. State of health
35. Willing horse should never be without

CLUES DOWN

1. Criminals do, at times
2. What sudden death may make a man
3. Prefix meaning two
4. Tongue which does this is dangerous
5. Keeps off blows
6. Mother-in-law's usually causes trouble
8. They call for vigorous action
10. Not early
12. What Chinese bandits often aim at
13. A dam across a river
16. Gets a man out of prison
18. Are used to convey a message
20. Used for cooling aero engines
22. How Tommy gets punished
23. Stay
25. Ascend
26. Ease
28. Grit in one may surprise you
30. Indicates maiden name
31. What foolish wives do

NO CLAIMS REQUIRED



JB 203

Solution of "John Bull" X-Word No. 203

Winners in 202 on page 43. Result of 203 will be published next week. The solution of "John Bull" X-word No. 203 is given herewith as a matter of interest to our X-word Competitors. We wish to emphasise that no claims are required for this X-word as all entries are being carefully examined by our staff.

If entering two Double Entry Forms cut them out separately, add name and address to each.

ENTRY FEE.

With 2 squares send Postal Order for 6d. With 4 squares send P.O. for one shilling. See Rule 1.

ADDRESS ENTRY

"JOHN BULL" CROSSWORD
No. 205, 57, Long Acre,
London, W.C.2 (Comp.).

READ THESE RULES AND CONDITIO

1.—Complete Puzzle in ordinary ink, not
ing-ink or copying-ink pencil, cut out the
entry form, whether both puzzle squares are
or not. Entry fee for two squares is SIXPENC
for Four Squares send ONE SHILLING.
Postal Order payable to Odhams Press Ltd.,
cross it "/& Co./; write name and address
date of posting on back of P.O. and fill in
number upon Entry Form; send Entry Form
post, as directed, to reach us not later
NOON, Thursday, March 23, 1933.

2.—No competitor may submit more than
Double Entry Forms—(four squares). Squa
left incomplete, mutilated, indistinct, or alte
will be disqualified. No responsibility is accep
for any entry lost, delayed, not delivered or mi
and no correspondence will be entered into.

3.—Winner of this contest will appear in "J
Bull" on sale Thursday, April 6, 1933. Sho
any competitor not announced as a winner h
entered a coupon eligible for a share of the
Prize he must demand a scrutiny by first
Tuesday, April 18, 1933, in accordance with dir
tions given with result. Any such scruti
which may amend the result, must be accepted
final. No scrutiny can be conducted in conne
with the additional award of £100 to be divi
between the Runners-up. Competitors should
that errors are computed according to the numb
of words which wrongly answer the Clues give

4.—In the event of a tie, a prize will be divid
but no competitor may receive more than
share of it. Should First Prize be shared, £1,2
cash will be paid instead of the two-in-one award

5.—Readers in Scotland are debarred from
cannot enter this competition. Any entry fo
bearing an address in Scotland will be disqualified

6.—Failure to comply with any of the condition
involves disqualification.

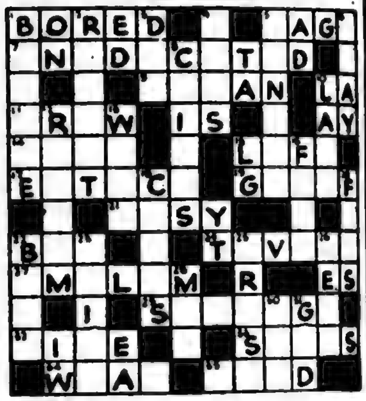
7.—Employees of Odhams Press Ltd. a
members of their families are not eligible
compete.

NEWSAGENT'S PRIZE.

A special prize of £5 will be awarded to th
Newsagent from whom this contest's first pri
winner usually purchases his copy of "John Bull"
Should the first prize be shared, the £5 will b
divided between sharers' Newsagents.

KEEP YOUR COPIES BELOW.

These miniature reproductions of this wee
Puzzle are only to be used for keeping copies o
your solutions.



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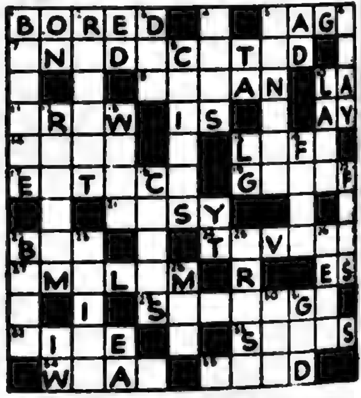

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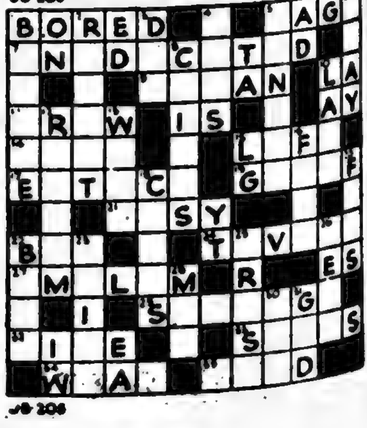
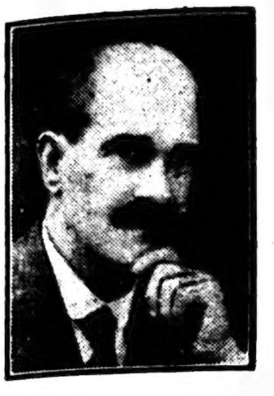
JB-205



JB-205

Mr. Shadforth's Health Message to YOU!



Mr. Shadforth, best known of all dispensing Chemists, is the founder of the Shadforth Prescription Service that is famous all over the civilised world.

SCORES of thousands owe their health, strength and freedom from pain, to these famous Prescriptions. Every sufferer, no matter where he or she lives, can obtain any one of them direct from Shadforth's Pharmaceutical Laboratory or from any chemist at a price they can afford.

In one form or another, Shadforth Prescriptions] are prescribed by the world's best physicians. Shadforth's serve you economically and dispense medicines at low prices. All the ingredients used are of the utmost purity and efficacy; each one is prepared according to a proved and tested formula.

Now read below for details of my generous Free offer of one of my most famous 2/6 books free. Make sure of your copy by sending NOW.

Below are some further examples of "SHADFORTH" PRESCRIPTIONS—THE WORLD'S BEST—MOST IN USE AT THIS SEASON OF THE YEAR. They will save you many a doctor's bill. Keep them in your medicine chest! Mr. Shadforth's reputation as the world's leading pharmaceutical chemist guarantees the quality of these excellent prescriptions.

NO MORE DISTURBED NIGHTS.

Quick Relief and Comfort for Kidney and Bladder Troubles.

Kidney and Bladder Troubles, Incontinence, Constipation, Gall Stones, with associated Rheumatism, Sciatica, Gravel, Scalding and constant getting up nights are quickly relieved by the bloodless surgery of the **Shadforth "Bladder Comforter."** Immediately, all day and all night, painlessly, secretly, and *without the loss of one drop of blood or one hour of employment* they get to work. They cleanse, cool and heal. They move what is harmful. You are restored. *Don't worry.* Shadforth will give you prompt relief. **Ask for Shadforth Prescription No. 285.** Price: 2/6 (50), 4/6 (100), 13/- (300).

YOU Need This Tonic *especially at this time of the year.*

BRAIN SPARKLERS

FOR BRAIN WORKERS

are **MAGIC PELLETS** *that*

MAKE work a pleasure. —***GET*** you that well-paid job.
HOLD that well-paid job. —***CURE*** mental depression.
REVIVE your interest in life. —***RELIEVE*** the strain on the brain.

Brain Sparklers dispel Depression, Absentmindedness, Debility, Brain Fag, Loss of Memory, Despondency, Fear of Failure, Frowns, Irritability,

SHADFORTH BRAND "BRAIN SPARKLERS"

The wonderful Brain Tonic Tablets—Make you brighter in an hour and a new man in 2 days.

Prices: 1/9 (25), 3/3 (50), 6/- (100).

Neurasthenia, Lassitude, Palpitation, Run-down Conditions, Sleeplessness, Weakness, Send for Prescription No. 470. A *proved* remedy.

For Civil Servants, Editors, Journalists, Lecturers, Pressmen, Politicians, Teachers, Students and All Brain Workers.

IMPORTANT! "Brain Sparklers" can, with tremendous benefit, be taken alternately with the **Prescription No. 632** (see below). That is to say, take No. 470 for a few days, then No. 632 for a few days, and so on. **Order one of each, and know what it is to feel ten years younger!**

KEEP YOUR ARTERIES YOUNG!

LOWER YOUR BLOOD PRESSURE AND TAKE A LOAD OFF YOUR HEART.

Avoid Blood Pressure Breakdowns! Steady heart action co-ordinated with youth-like elastic arteries are now possible for those past their prime. The "Shadforth" Simple Home Treatment for Arterio Sclerosis rapidly reduces high blood pressure and tension. It gives prompt relief from palpitation, giddiness, premonitions of collapse, and sleeplessness; it leads to permanent restoration and makes you feel years younger within 20 days. **Get it now. Prescription No. 1108/T.** Prices: 2/6, 5/6, 15/6.

RHEUMATISM

ACUTE GOUT, ARTHRITIS, SWOLLEN JOINTS.

For all uric acid troubles, including Rheumatic Gout, Rheumatoid Arthritis, Swollen Joints, and Acute Gout, a world-famed remedy is found in the **"Shadforth" Threefold Treatment (No. 74/T).** It promptly reduces swelling and inflammation; it reduces pain and expels uric acid; it kills bacteria in the blood and makes movement a pleasure. The treatment is second to none for Acute Gout. Supplied with full directions at 2/6 and 5/6 (No. 74/T).

QUICK CURE FOR SPRING COLDS

THE SPECIALISTS' REMEDY FOR CATARRH, COLDS, AND 'FLU.

Spring colds demand prompt attention, because they attack you at the tail end of winter—after the long dark months have sapped away your vitality and resisting powers,

This is the prescription that is recognised by leading Specialists as the most reliable remedy in the world for Spring Colds, 'Flu, Catarrh, Bronchitis, Cold on the Chest, Pneumonia, Chronic Winter Cough, Tonsilitis, Hoarseness, Sore Throat, Ear, Chest and Lung Trouble. The **Shadforth Triplex Catarrh Treatment (No. 331/T)** acts like a charm.

Thousands have been freed from these deadly ailments by this world-famed treatment. "I am very much better for your treatment—I have wasted a lot of money on other medicines," writes one sufferer.

If **you** are a sufferer from any of the above, **act now** and get **real** relief. Delay may be dangerous! Prices: 2/9, 4/6 and 8/6.

All the prescriptions published on this page are not intended to usurp the function and rightful position of the registered medical practitioner.

NEW HEARTS FOR OLD!

PRESCRIPTION THAT WILL GIVE YOUR HEART A NEW LEASE OF LIFE.

Healthy Heart
Hearty Health

Don't be alarmed because you suffer from symptoms of palpitation or pain near the heart. It may be indigestion or overstrung nerves. **Shadforth Tonic No. 632** (known as "Blue Lion" Fox Nuts) will strengthen the nerves, steady the heart, and tone up stomach and kidneys. Don't imagine yourself into an illness; have a good rest, take the prescription, and be normal in a few days. Ask for Shadforth Prescription No. 632. Prices: 2/6 (72), 4/6 (144), 13/- (432 pills). This prescription prevents palpitation, faintness, tremblings, run-down conditions, and stops your falling to pieces feeling. *Can be taken alternately with No. 470 (Brain Sparklers). See above. Order one of each.*

EAT WHAT YOU LIKE!

NO MORE ACIDITY, GASTRITIS OR PAIN AFTER EATING

Why suffer meal-time misery any longer. Thousands of Sufferers from Acidity, Heartburn, Sour Stomach, Fermentative Dyspepsia, Gastric Catarrh, Wind or Flatulence, Fullness after Meals, and all forms of acid indigestion have been cured by the "Shadforth" Acidity Prescription (No. 1077). Popularly known as "White Lions."

They give prompt relief and comfort. Even Gastric and Duodenal Ulcers yield to this treatment. This is the famous "White" prescription used by hospitals everywhere for stomach trouble—

SHADFORTH PRESCRIPTION No. 1077.

Prices: 1/4 (72), 2/6 (144), 7/- (432 Tablets).

POSITIVELY The World's Greatest Remedy for Indigestion

Privately packed and post free by return post at above prices (abroad extra).

SHADFORTH

PRESCRIPTION SERVICE LIMITED
(Dept. J.B. 112) 49, KING WILLIAM ST., LONDON BRIDGE, E.C.4
and Branches.

Boots, Taylors, Timothy Whites, Army and Navy Stores, Civil Service Stores, Gamages, Harrods, Selfridges, Whiteleys, and leading chemists either hold stock or gladly obtain to order at a few days' notice if required to do so. In case of difficulty you can always obtain by post from Shadforth's.

A BOON and A BLESSING TO WOMEN OVER 40

WOMAN'S MIDDLE LIFE TONIC.

Just the thing to get you through those difficult years and re-establish your health. A gentle tonic for stomach, heart, nerves, and blood—exactly what your doctor gives you. Does not purge or constipate. Improves appetite and complexion. Removes depression and languor. Gives courage, hope, and a new lease of life. Also the best tonic for anæmic girls and nursing or expectant mothers. Ask for **Shadforth Prescription No. 2,457**—the critical time tonic. In boxes at 2/6 (72), 4/6 (144), and 13/- (432 pills).

BILIOUSNESS

CONSTIPATION, SICK HEADACHE, LIVER TROUBLES.

Periodical bilious attacks, constipation, sick headache, jaundice, gall stones and bowel indigestion indicate a sluggish liver, and for this nothing equals this pill. Take it with each meal and you will soon be better. This is a useful formula to keep in the house for family use. Get it now, and prove its worth. It is known as **Shadforth Prescription (No. 2000).** Prices: 1/3 (100), 3/- (300 pills).

CUT OUT THIS COUPON TO SECURE 2/6 BOOK

FREE

with every order and for a limited period only.

Mr. Shadforth's Book of Prescriptions.

Published at 2/6.

SHADFORTH BOOK OF PRESCRIPTIONS
—
PRICE 2/6

Containing 120 pages packed with valuable medical information and hundreds of prescriptions written in plain English. A Book everyone ought to possess.

These medicines may be obtained direct from us, or from any chemist. If purchasing from chemist send receipt for medicines, together with this coupon, and the book will be forwarded post free by return. Book No. A. 200.

John Bull, March 18/33. J.B. 112.

The SILVER Lining

John Bull's prompt help to victims of the Storms

EVEN at the blackest moments of the recent home-wrecking floods. and storms, those of our readers who were registered were comforted by the thought that, should their homes be damaged, a JOHN BULL cheque would quickly be on its way to banish worry and grief.

For them, those dark clouds had a silver lining that meant golden help.

Now the storm has passed, but next time it may come to your home. Could you, then, in your hour of need, call upon JOHN BULL? Could you be sure, like countless others, of help, doubly useful because of its promptness? Only when you have signed those all-important registration forms—and it only takes a second to do so—only then, can you answer "Yes!" to those questions.

And remember! JOHN BULL not only protects you against storms and floods, but also against Burglary and Fire, Sickness and Accident.

Here is a brief summary of the generous benefits. Don't they prove how great and unsurpassed is JOHN BULL'S Free Home and Family Insurance?

Fire up to £1,000; Burglary and Housebreaking up to £200; Storm and Flood up to £300; Accidents in Home and Garden up to £200; Children's Accidents, £2; Sports Accidents up to £500; Sickness, £10 10s.

Think! Is it wise to hesitate any longer? Take up your pen now—those forms are waiting to be signed and posted. Do it immediately!

AGAINST FIRE, STORM, FLOOD, SICKNESS, ACCIDENT & BURGLARY—"John Bull" covers you free!

CUT HERE

JOHN BULL

***Hand* this Coupon to your Newsagent**

To (Name of Newsagent) ....

Address ....

....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature ....

Address ....

....

.... Date ....

PLEASE WRITE CLEARLY.

J.B. 18/3/33

CUT HERE

***Post* this Coupon to**

"John Bull" Registration Department,
128, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

....
Reader's Signature.

Age ....

Address ....

....

....

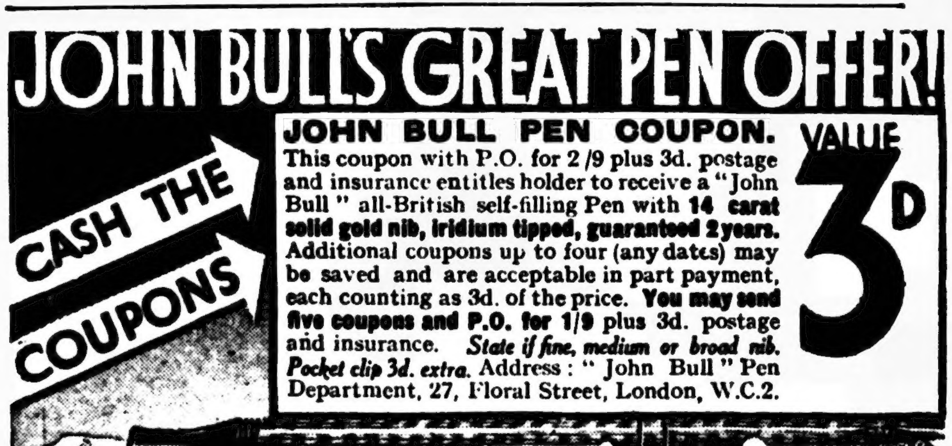
Name and Address of Newsagent. ....

....

.... Date ....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return. **PLEASE WRITE CLEARLY.**

J.B. 18/3/33


JOHN BULL'S GREAT PEN OFFER!
CASH THE COUPONS
VALUE 3D

JOHN BULL PEN COUPON. This coupon with P.O. for 2/9 plus 3d. postage and insurance entitles holder to receive a "John Bull" all-British self-filling Pen with **14 carat solid gold nib, iridium tipped, guaranteed 2 years.** Additional coupons up to four (any dates) may be saved and are acceptable in part payment, each counting as 3d. of the price. **You may send five coupons and P.O. for 1/9 plus 3d. postage and insurance.** *State if fine, medium or broad nib. Pocket clip 3d. extra.* Address: "John Bull" Pen Department, 27, Floral Street, London, W.C.2.

The moving finger writes . . . and transforms somebody's life

Off Goes Another Magic Message!

WHENEVER you hear the 2 o'clock siren on Friday, think of what is happening up at Long Acre.

A magic message is being prepared by JOHN BULL—and soon a telegram will be flashed to the sender of the best *Bullet* of the week.

When the judging of our 882nd contest had been concluded, those wonderful words "You have won ——" went speeding to 45, Vicarage Street, Yeovil.

It brought the news to Mr. W. Phillipson that his neat and thoughtful *Bullet*, HER BIRTHDAY—"TERROR" *Spinster* "KEEPS QUIET," had won him a fortune of £500.

Any competitor would be staggered by such a message. But as Mr. Phillipson had never before won a *Bullets* prize of any kind, you can well imagine the feelings of this sprightly veteran who has speedily followed an eighty-year-old "Bulleteer" to the top of the ladder.

"I've been going in for all sorts of competitions for donkeys' years," Mr. Phillipson told JOHN BULL'S representative, "but for some reason or other I didn't start on *Bullets* till three months ago. Now I'm going on with them!"

Mr. Phillipson's life is not an easy one, but hard work seems to agree with him. He is responsible for the Small Goods Department of Messrs. Denning Bros., a big business house in Yeovil.

"I'm over sixty," were his words, "but I can smother some of these young chaps!"

His home is not in Yeovil, but at 18, Exmoor Road, Southampton. So competitions have given him an ideal hobby for the evenings he spends in his rooms. And you can imagine the reception he received when he reached home as usual for the week-end, bringing the news of his big success to his wife and two daughters.

"This £500 will make a power of difference to us," he said. "Oh, I'm going on working—but it's the extra comforts and independence I'm thinking about!"

Think what a power of difference £500 would mean to you—and then double it!

A £1,000 cheque can be yours for a *Bullet* entered in the huge offer on the opposite page—start winning it this evening!

OVER £800 CASH AND 40 RADIO SETS AWARDED

FIRST PRIZE, £600, COMPETITION No. 883

Mrs. F. NOBLE, Great Cliff, Crigglestone, nr. Wakefield.
Example: To SAVE
Bullet: NATIONAL BANKRUPTCY—*Your* "FIRE."

SECOND PRIZE OF £50:

Mr. A. NEILSON, 11, Convent Gardens, London, W.
Example:—Shining Light
Bullet:—Unnoticed In "Blazing World."

THIRD PRIZE OF £25:

Mr. W. SHAW, Great Crosthwaite, Keswick, Cumberland.
Example:—Once A Week
Bullet:—"Steadiest Hand" Trembles To-day.

10 PRIZES OF RADIO SET AND £5:

W. F. CARSON, 8, Micklewright Avenue, Crewe.
Our Best—Years Flying—Days Dragging.

J. W. CASEY, 49, Hope Street, Battersea, S.W.
She And Her Mother—My Guides—My Stars!

E. G. COOPER, c/o Cwmffrwdoer School, near Pontypool.
Laughed At—Geneva—Result, Gloomy World.

Mrs. F. W. DINES, Cripplegate Cottages, Southminster, Essex.
Wife's Job—"Whale"—Overlook Occasional "Blubber."

Miss F. HOWARD (please send full address).
Before She Married—Much Preparation—Little Training.

H. KING, 53, Fitzroy Street, Ashton-under-Lyne.
Like A Seesaw—Hope—My Only "Plank."

Mrs. A. PASCHO, The Lodge, Elburton, Devon.
She And Her Mother—Always Plotting My *Uplift*.

F. A. RICHARDSON, 64, High Street, Brightlingsea.
When My Chance Comes—My "Celebration"—Night's Sleep!

W. G. SCOTT, 109, Broughton Road, Edinburgh.
Laughed At—British Stolidness—Envied, Solidness

H. STRANGE, 63, Prebend Gardens, London, W.
She And Her Mother—Plus Grandma—"Frivolity Sisters."

10 PRIZES OF RADIO SET AND £2 10s

G. BASSETT, 184, Bexley Road, Erith, Kent.
Sweetly—"But Lemon Suits Madam!"

G. BIRKETT, 186, Bradford Road, Otley, Yorks.
Shrinking—Unemployed's Courage—Into Rags

P. BROWN, 22, New Wanstead, Wanstead, E.
Old Fossil—By Time Job's "Unearthed."

N. CRICK, 53, Ridgway Road, Luton.
Laughed At—Pa's Jest—Family's Joking!

W. FRAZER, 2, Crown Street, Oakham, Rutland.
To Save—Drawing Blinds—Open Windows!
(Entered on "Target" prize coupon.)

W. G. HARDING, 1, Leyton Park Road, Leyton, London, E.
Wife's Job—Washing—War "Mangled" Me.

J. V. HUNTER, 56, Weir Street, Glasgow.
Over The Ashes—Industry Sits, Awaiting "Godmother."

H. B. SANGER, 52, Shillito Road, Parkstone, Dorset.
Wife's Job—Doubled—Council's Architect Single.

W. SUTTON, 12, Nightingale Road, Southampton.
The Listener—Henpeck—No "Alternative Programme."

Mrs. E. R. WARNER, 9, Prices Avenue, Margate.
World Sinking, Shrinking—From Thinking.

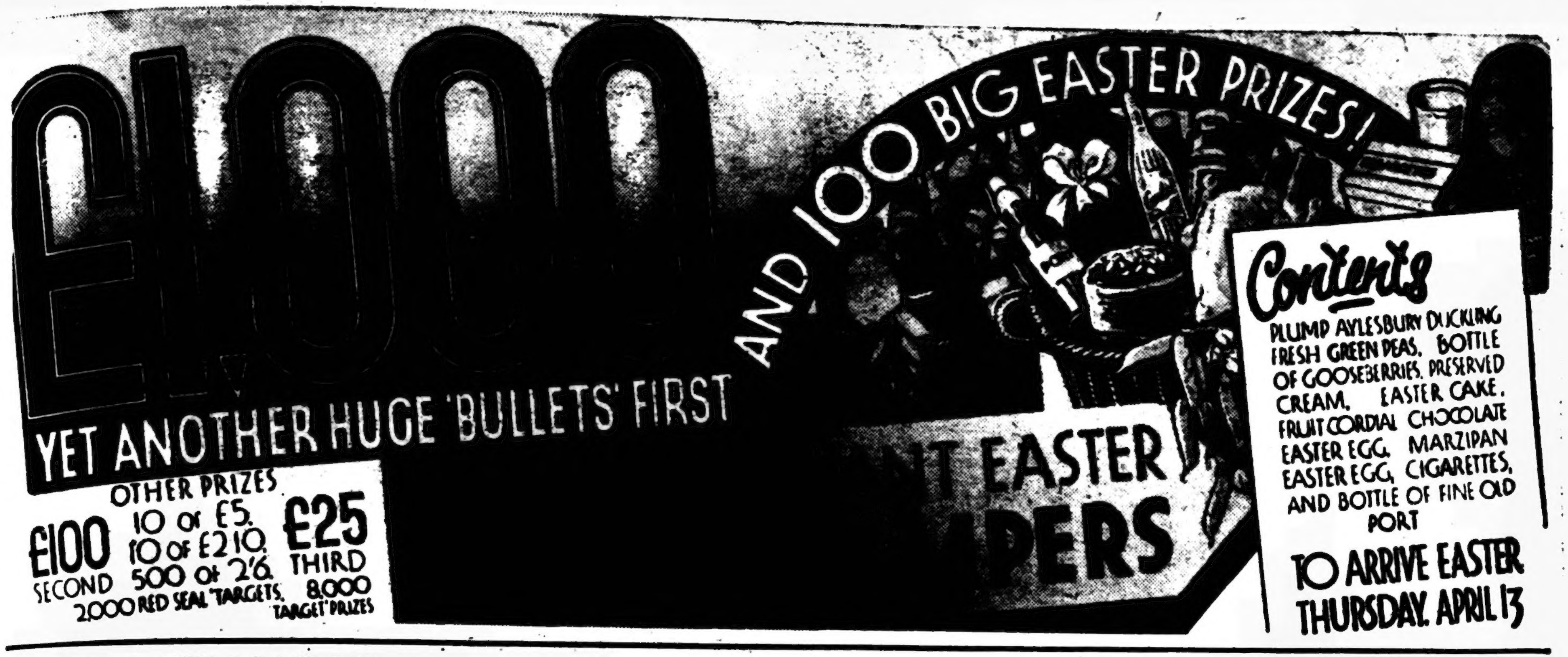
20 Prize-winners of a Radio Set and £1—J. Bradbury, Smethwick; B. Coverdale, Stockton-on-Tees; J. T. Cullen, Stanhope Street, N.W.; Miss A. Elliman, Burnley; W. Evans, Newport, Mon.; H. Farrar, Wakefield; Mrs. C. Fowlston, Holywell; A. Gibbs, Horsham; J. Godfrey, Eastwood, Notts; W. C. Hart, Yeovil; J. R. C. Hill, Glasgow; O. Mason, Maidstone; A. R. Owen, West Kirby; E. W. Reid, Gloucester; R. Rosebury, Oldham; R. T. Salmon, Forest Hill S.E.; T. Southern, Warrington; S. E. Toovey, Amersham; M. Whitley, Tunstall; J. H. Windsor, Gillingham, Kent.

A list of 500 2s. 6d. Winners can be seen at these offices.

ALL WINNERS HAVE BEEN NOTIFIED.

RECORD OFFER NEXT WEEK

See opposite page!



Contents

PLUMP AYLESBURY DUCKLING FRESH GREEN PEAS. BOTTLE OF GOOSEBERRIES. PRESERVED CREAM. EASTER CAKE. FRUIT CORDIAL CHOCOLATE EASTER EGG. MARZIPAN EASTER EGG. CIGARETTES, AND BOTTLE OF FINE OLD PORT

TO ARRIVE EASTER THURSDAY. APRIL 13

ENTER BY MARCH 25 FOR THIS GIANT OFFER!

THE breaking of records is JOHN BULL's hobby—and he has made another piece of *Bullets* history this week. For the third successive one-week contest there is a four-figure fortune for the best effort!

Apart from this cheque for the huge sum of £1,000, notice the other seasonable big attraction which has been included in this giant offer. A huge batch of 100 of those famous JOHN BULL Easter Hampers awaits those who just miss the chief prizes.

In making a *Bullet*, your search must be for TWO, THREE or FOUR words which link up neatly with the *Example* chosen and form an apt and original comment.

Suppose, for instance, you were working on the *Example* MINISTERING ANGEL; by adding the words BABY—AND "NEEDS ONE," you would complete a typical *Bullet*.

Before you start making your £1,000 efforts, spend a few minutes studying the winners on the opposite page, noting particularly the careful phrasing chosen. Then start on this fascinating work of making *Bullets*—and see that your entry for this splendid Easter Offer is in by Saturday, March 25.

ADD 2, 3 OR 4 WORDS TO ANY OF THESE "EXAMPLES"

BLOT ON BRITAIN
WELL ON THE WAY
TAXPAYERS DEMAND
SPEAKS FOR ITSELF
PREPARING THE GROUND
MINISTERING APPEAL
TAKING HIS GRUEL
INSPIRING MESSAGE
READY FOR SERVICE
WHEN IT'S ALL OVER
CROSSING THE RIVER
HE TOOK A CHANCE AND
TO PASS THE TIME
FLYING TO THE RESCUE
QUIET AS A MOUSE
UPROAR IN THE KITCHEN
SPREADING
SURE CURE
MAKING FRIENDS
MAN SHE WANTS
IN HARNESS
GENTLY
WE NEED
NOT ENOUGH
HER ANSWER
LIFELESS
BEST PLACE
DROPPING IN
HUNGRY
SPRINGING UP
I'D BE RICH IF
AGAINST HIM

NEWSAGENTS' PRIZES.—Cheques for £5, £2 and £1 respectively will be paid to the Newsagents from whom the winners of the three chief prizes in "Bullets" No. 887 usually purchase "John Bull."

The original cheque for £500 awarded to the First Prize-winner in No. 882 will be displayed in the window of Miss Collins, Middle Street, Yeovil.

USE THESE BIG NEW COUPONS!

NEW FREE 3-IN-1 HELP WAITING FOR YOU!

TO the practical aid of *Bullets Bulletin* many competitors owe a huge success. Register for a free 12 weeks' supply by posting this coupon to-day and you will be in time for the greatly enlarged 3-in-1 issue to be posted March 22, incorporating *Couplets Courier* and *Crossword Gazette*.

I enclose P.O. value 6d. (crossed "& Co.," payable to JOHN BULL) to cover postage on 12 consecutive issues of *Bullets Bulletin*, commencing with next available issue.

Name————————————————

Address————————————————

————————————————

Post to "Bulletin" Dept., Odhams Press, Ltd., 30, Bedford Street, London, W.C.

(Do not enclose this coupon with your "Bullets" entry.)

EXAMPLE

BULLET

EXAMPLE

BULLET

(887) Closing SAT., Mar. 25
P.O. No. ————————
I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d.
Signed..............................
Address..............................

"Bullets" must consist of TWO, THREE or FOUR Words.

EXAMPLE

BULLET

EXAMPLE

BULLET

(887) Closing SAT., Mar. 25
P.O. No. ————————
I agree to enter in accordance with the rules announced on this page. With 2 Coupons send P.O. for 1s.
Signed..............................
Address..............................

Jot down below the rough ideas which may lead to a big prize!

EXAMPLE

BULLET

EXAMPLE

BULLET

(887) Closing SAT., Mar. 25
P.O. No. ————————
I agree to enter in accordance with the rules announced on this page. With 3 Coupons send P.O. for 1s. 6d.
Signed..............................
Address..............................

Enter full name and address on each coupon.

EXAMPLE

BULLET

EXAMPLE

BULLET

(887) Closing SAT., Mar. 25
P.O. No. ————————
I agree to enter in accordance with the rules announced on this page. With 4 Coupons send P.O. for 2s.
Signed..............................
Address..............................

If you wish to send in further "Bullets" you can write them on plain paper.

☞ Address Entry: "Bullets" No. 887, "John Bull," Long Acre, London, W.C.2 (Comp.)

"BULLETS" RULES.—1. The First Prize will be awarded for what in the opinion of the judges in consultation with the Editor is the best Bullet received, and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges. 2. Only two attempts may be written on each coupon and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed /& Co./ Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated. 3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of Entry. Employees of Odhams Press and their families are not eligible to compete.

NEXT WEEK'S KING OF THE GIANTS £10 A WEEK FOR LIFE WITH £1000 CASH & CAR OR ONE LUMP SUM OF 5,000 GNS

Do You Dread
STAIR CLIMBING?
Elasto Will Lighten Your Step!

How the Leg-Weary Are Being Made Nimble and Active by the Wonderful New Biological Treatment—Elasto.

LEG pains soon vanish when Elasto is taken. Varicose veins are forgotten and soon become normal, old wounds become clean and healthy and commence to heal, rheumatism simply fades away, and the whole system is braced and strengthened. This is not magic, *although the relief does seem magical;* it is the natural result of revitalized blood and improved circulation brought about bv Elasto.

What users of Elasto say:

"Elasto put new life into me."
"Wonderfully active at 80."
"My Doctor highly praises Elasto."
"Now walk long distances with ease."
"Elasto has cured my bad legs."
"Cured my rheumatism and neuritis."
"Now free from piles."
"I feel 10 years younger."
"It put me on my feet."
"Varicose veins completely gone."
"All signs of phlebitis gone."
"Completely cured my varicose ulcers."
"I am now free from pain."
"My skin is as soft as velvet."
"Elasto tones up the system and cures depression."
"As soon as I started taking Elasto I could go about my work in comfort, no pain whatever."
"Varicose veins quickly cured after 12 years of useless bandaging."
"Cured my swollen legs although I had been suffering for years."
"I would like to recommend Elasto to all sufferers."
"Had rheumatism so bad I could hardly walk, but Elasto cured me."
"Cured my sciatica 12 months ago, still quite fit."
"Lumbago cured after 3 years of suffering. Age 66."
"Elasto has saved me pounds."
"Elasto should be more widely known to the public."
"Rheumatoid arthritis gone. I have never felt better."

These extracts are taken from letters received from people who KNOW, who have tested and proved for themselves the extraordinary health-restoring powers of this wonderful *new* blood treatment—ELASTO

Elasto
REMEDY
GRADE
STANDARD
ELASTO
RESTORES THE
NATURAL POWER
OF HEALING TO
THE BLOOD
The NEW ERA
TREATMENT CO. LTD.
CECIL HOUSE, HOLBORN VIADUCT
LONDON, E.C.1.

Not Magic, But Acts Like It!

We claim full Proprietary Rights in this Preparation. There are no Substitutes for Elasto.

"No Sign of Varicose Veins Now."

How grateful I am I gave Elasto a trial! My leg had been bad for years, but now, thanks to your wonderful treatment, there is no sign of varicose veins, and I feel ever so well in myself. My friends all say how young I seem, I nip about like a girl of 16, and yesterday I rode 30 miles on my cycle. I cannot speak too highly of Elasto, and to think the cost is so small. I don't think that any woman should be without Elasto, quite apart from leg troubles, and I shall keep a bottle by me.

(Signed) Mrs. A. WASSELL, Luton Lodge, Luton Hoo Park, Luton.

Here is Your Great Opportunity!

FREE

A generous Sample of this Wonder Treatment

Simply fill in the Coupon for a Free Sample and a Special Free Booklet fully explaining Elasto, the New Biological Treatment. These, together with copies of recent testimonials, we will gladly send privately, post free. Don't lose another moment! Write for these to-day—NOW, while you think of it! Or send 5s. for a full month's treatment (in plain wrapper) and see for yourself what a wonderful difference Elasto Blood Treatment makes!!

THE NEW ERA TREATMENT CO., LTD.
(Dept. 15), Cecil House, Holborn Viaduct, London, E.C.

ELASTO THE COMMON-SENSE TREATMENT.
Whatever therapeutic theory may be fashionable at the moment, one indisputable fact will always remain and that is that a sound circulation and prophylactic blood form the basis of life and health. Elasto is based entirely upon this common-sense physical fact.

A Wonderful NEW TREATMENT THAT WILL SAVE YOU POUNDS

What is Elasto?

ELASTO is something new to curative science; it is based on the knowledge that muscular weakness, varicose ailments, rheumatism and leg troubles generally, with their numerous developments and widely varied symptoms, are *deficiency diseases*; that in all such conditions there is a lack of certain *vital constituents of the blood.*

Owing to this lack, the body is unable to build up the elastic tissue needed to maintain the vein and arterial walls and the membranes in healthy condition, and a state of flabbiness results.

Elasto restores to the blood the vital elements which combine with albumin to form elastic tissue and thus enables Nature to restore contractility to the relaxed and devitalised fabric of veins and arteries, and so to re-establish normal circulation; *the real basis of sound health.*

Every sufferer should know of this wonderful new biological treatment which quickly brings ease and comfort and creates within the system a new health force; overcoming diseased conditions, increasing vitality and bringing into full activity Nature's own laws of healing. Elasto is prepared in tiny tablets, to be dissolved on the tongue, and is the pleasantest, the cheapest and the most effective treatment ever devised.

For the outlay of a few shillings you can now enjoy the tremendous advantages of this Modern Scientific Treatment which has cost thousands of pounds to perfect.

Elasto corrects varicose veins, ulcers, eczema, psoriasis, phlebitis, thrombosis, muscular weakness, swollen legs, inflamed wounds, gout, rheumatism, neuritis, and all those troubles generally known as bad legs.

Elasto also corrects piles, prolapsus, varicocele, hardened arteries and glands, arthritis, sciatica, lumbago, and all relaxed conditions, no matter where they occur.

We invite you to test Elasto Free. Simply fill in the Coupon below and post it without delay to: The New Era Treatment Co., Ltd., Sole Proprietors of Elasto (Dept. 15), Cecil House, Holborn Viaduct, London, E.C.

Don't long for relief; get Elasto and be sure of it!

JOHN BULL COUPON

for Trial Sample of Elasto.

THE NEW ERA TREATMENT Co. Ltd.
(Dept. 15), Cecil House,
Holborn Viaduct, London, E.C.

Please send me Free Sample and Special Free Booklet fully explaining how Elasto cures through the blood.

(Please Print in Capital Letters.)

NAME ....
ADDRESS..
....
....
My Ailment is ....
John Bull 18-3-33.

Don't long for relief—get Elasto and be sure of it!

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